

# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

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MAY 24-26, 2023

## CBA HEALTH LAW SUMMIT

### **CRITICAL ISSUES IN CANADIAN HEALTH LAW**

**May 24-26, 2023 | Ottawa, ON | Fairmont Château Laurier**

Don't miss this rare opportunity to get your brand in front of the sought-after group of health law practitioners and experts, as they meet for the first time since the pandemic at the beautiful Château Laurier. Delegates will discuss and deliberate the most critical issues facing Canadian health care today, including healthcare personnel shortages, the rapid rise in virtual care, and the ongoing developments with MAID.

With rich sponsorship opportunities starting at just \$500, there is something to fit everyone's budget. The return on investment is unsurpassed, with networking, professional development sessions, and other unique sponsorship options to showcase your organization.

Sponsorship is limited. Don't miss this exclusive opportunity to build your brand with health lawyers and experts from across the country!

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#### **LEAD SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$12,000**

*The center of attention, your organization will receive unsurpassed value as the Lead Sponsor. This sponsor will be in the spotlight for the entire conference, frequently acknowledged throughout, including regular verbal recognition and branding efforts from the opening to the closing remarks. All eyes will also be on you when a representative from your organization is invited to take the stage and welcome delegates at the opening remarks.*

#### **Lead Conference Sponsorship will provide the sponsoring company with the following:**

- 2–3-minute speaking opportunity to provide a greeting at the Welcome Remarks (must be in line with the conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Recognition of organization as the Lead Sponsor at the start of **all** PD sessions
- Verbal recognition of the sponsor at the Closing Remarks
- Corporate logo displayed prominently during the Welcome, and again at the Closing Remarks
- Opportunity to provide a branded gift at each seat at the Opening Remarks
- Opportunity to include a promotional item on the CBA Swag Table
- Top branding on conference registration website with website link, showcasing company as Lead Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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# SUMMIT

---

MAY 24-26, 2023

## COCKTAIL RECEPTION & DINNER (EXCLUSIVE SPONSORSHIP)

**\$10,000**

*The Cocktail Reception and Dinner will be sure to wow! Taking place at the historic Château Laurier on the evening of May 25th, this will serve as a special place for delegates to network over cocktails and share a scrumptious meal after the first full day of the conference. We'll be sure to add to your return on investment with the option to a toast to the delegates – an extraordinary opportunity to get your brand, and message, in front of this coveted audience!*

### **Sponsorship of this event will provide the sponsoring company with the following:**

- 2–3-minute speaking opportunity to give a toast at the Opening Reception (must be in line with conference theme and subject to approval by CBA)
- One (1) complimentary conference registration for sponsor representatives to attend the complete conference
- Two (2) complimentary tickets to the Cocktail Reception & Dinner
- Prominent signage with corporate logo at the dining room entrance and inside the dinner venue
- Verbal recognition of the sponsor at the end of the dinner
- Opportunity to provide a branded gift to delegates at the Reception
- Opportunity to include a promotional item on the CBA Swag Table
- Branding on conference registration website acknowledging company as the Cocktail Reception & Dinner Sponsor
- Prominent positioning of your corporate logo on the onsite printed agenda as the Cocktail Reception & Dinner Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## LUNCH WITH KEYNOTE SPEAKER SPONSOR (EXCLUSIVE SPONSORSHIP)

**\$7,000**

### ***Mental Health in the Legal Profession***

*All delegates, including speakers and registrants, are invited to attend this important Lunch featuring a Keynote address on the critical issues relating to mental health in the legal profession. Held at the historic Château Laurier, this is a must-attend talk for any legal professional!*

### **Sponsorship of this event will provide the sponsoring company with the following:**

- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Prominent signage with corporate logo at the luncheon room entrance, and inside the lunch venue
- Two (2) complimentary tickets for sponsor representatives to attend the Lunch
- Verbal recognition and branding of the sponsor at the start of the Lunch
- Opportunity to provide a branded gift at each place setting at the Lunch
- Verbal recognition thanking the sponsor at the end of the Lunch
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
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# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **LANYARD SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$6,000**

*The Lanyard sponsorship opportunity is akin to a walking billboard, with every conference delegate, VIP, and speaker wearing your company's brand, front-of-mind for everyone to see — all day long!*

### **Sponsorship of this product will provide the sponsoring company with the following:**

- Each registrant will be provided sponsor's branded lanyard upon registration
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor will work with the CBA on developing the design of the lanyard, and will be responsible for the production and shipping costs

## **WI-FI SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$6,000**

*We hope you like hearing and seeing your company name everywhere, as your brand will be literally broadcasted everywhere throughout the conference – and be at everybody's fingertips. As the much sought-after Wi-Fi Sponsor, you are everywhere Wi-Fi can be found, in all session rooms and common areas. With star bragging rights as the sponsor enabling delegates the ability to live Tweet, access conference documents, trade digits, and check their emails, the Wi-Fi sponsor will even have the privilege of choosing a Wi-Fi password unique to their brand. Take this opportunity to get your name out to registrants, while providing them with a valued service.*

### **Sponsorship of this item will provide the sponsoring company with the following:**

- Prominent signage with corporate logo throughout the entire conference venue, wherever Wi-Fi password is advertised
- Opportunity to select Wi-Fi access code within the parameters of the provider
- Acknowledgment of your sponsorship by the Conference Chair through the event, whenever Wi-Fi access is mentioned
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Wi-Fi sponsor
- Corporate logo placement in the onsite printed agenda
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# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **SIMULTANEOUS INTERPRETATION (SI) SPONSOR** (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*The sponsor of Simultaneous Interpretation (SI) will take place at a few of the main PD sessions to ensure participation in this conference with English and French language interpretation.*

### **SI sponsorship will provide the sponsoring company with the following:**

- 2-minute speaking opportunity or pre-recorded video at the end of the Opening remarks, announcing SI availability (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- One (1) complimentary conference registration for sponsor representatives to attend the full conference
- Recognition of the sponsor as supporting the SI during introductory platform instructions on **ALL** applicable PD sessions offering SI
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **REGISTRATION DESK SPONSOR** (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*The Registration Desk is the first stop for all conference attendees, VIPs, and speakers meaning everyone will be interacting with your brand. This sponsor will receive prime positioning, with the added opportunity of being authorized to have a representative present to interact with delegates at the Registration area. Make sure you have some water on hand – you'll need it after speaking with all those legal professionals!*

### **Sponsorship of this item will provide the sponsoring company with the following:**

- One (1) sponsor representative will have the opportunity to be present at the Registration Desk to greet and answer questions about the sponsor's products and services (must be tactful and registrant initiated)
- One (1) complimentary conference registration for sponsor representative to attend the full conference
- Ability for sponsor to have pop-up banners flagging either side of the Registration area (sponsor to provide all signage, abide by timelines, and pay for shipping expenses)
- Opportunity to provide a branded item to each registrant as they register
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Prominent branding with link on conference registration website acknowledging company as the Registration Desk sponsor
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
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# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **YOUNG LAWYER RECEPTION SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$4,500**

### ***Château Laurier***

*This networking reception event, taking place at the breathtaking Château Laurier, serves to connect all conference registrants following the first full conference day, while providing a specific space for newer practitioners of the profession to collaborate and bond over nibbles and cocktails. Regardless of experience, all conference registrants are invited to attend, schmooze, and unwind!*

### ***Sponsorship of this event will provide the sponsoring company with the following:***

- Two (2) complimentary passes to the Networking event, allowing representatives on-hand to mix and mingle, or answer any solicited questions from registrants
- Opportunity to bring two (2) pop-up banner signs to flag the venue entrances (sponsor is responsible for production and shipment of signage)
- Verbal recognition of the sponsor at the Conference proceeding when the delegates are reminded of the event
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- sponsor may also provide branded onsite items, such as glow sticks, bracelets, party favours, etc. to increase visibility (sponsor is responsible for production and shipment of these items)

## **DELEGATE BAG SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$4,000**

*Conferences are all about the swag, and delegates will be needing a place to carry their goodies - that's where you come in. Be on the minds, and shoulders, of all attendees by providing the branded delegate bags. This sponsorship allows you to brand all the bags with your logo and share corporate materials with all attending delegates. Each person will receive a bag at the registration desk as they enter.*

### ***Sponsorship of this product will provide the sponsoring company with the following:***

- Opportunity to provide one (1) branded bag with company logo for each delegate and speaker. Design is subject to CBA approval. Sponsor is responsible for the production and shipment of bags.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **BREAKFAST SPONSOR (2 SPONSORSHIPS AVAILABLE)**

**\$4,000**

*Starting the day off right with a hot, healthy breakfast is the key to a successful day of learning. All delegates and presenters are invited to partake, so your brand will be seen by a wide audience. This is an EGGstraordinary opportunity!*

***Sponsorship of this event will provide the sponsoring company with the following:***

- Corporate logo displayed prominently during breakfast on large screen and on buffet tables
- Prominent signage with corporate logo outside the breakfast room entrance, and inside the breakfast venue
- Two (2) complimentary tickets for sponsor representatives to attend the Breakfast
- Opportunity to provide a branded gift at each breakfast place setting
- Verbal recognition thanking the sponsor at the end of the breakfast
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **REFRESHMENT BREAK SPONSOR (5 SPONSORSHIPS AVAILABLE)**

**\$3,000**

*Refreshment breaks are a wonderful way for delegates to connect, network, and refuel throughout the conference. Sponsors associated with providing delegates their coffee and snack fix also tend to be highly favoured!*

***Sponsorship of this event will provide the sponsoring company with the following:***

- Recognition of the Refreshment Break is displayed at the end of the session, ahead of the Break
- Onsite signage at sponsored refreshment break featuring the company's brand
- Sponsor may have two (2) representatives on-hand at the Break to answer any solicited questions from delegates, or meet and greet
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- Sponsor may also provide branded napkins, drink cups, coffee sleeves, etc. with company logo to increase visibility (sponsor is responsible for production and shipment of these items)

# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **PD SESSION SPONSOR (6 SPONSORSHIPS AVAILABLE)**

**\$2,000**

*Professional development (PD) sessions are the backbone of any conference, and the very essence of delegate attendance. Sponsor an innovative PD session, and have your brand recognized by the session moderator and via branding during your session. For Session topics, please see the [Conference Agenda](#).*

### ***Sponsorship of one of these sessions will provide the sponsoring company with the following:***

- Corporate logo displayed prominently at the beginning of your PD Session
- Verbal recognition from the session Moderator, thanking sponsor
- Prominent signage with corporate logo outside of the PD Session room entrance
- Recognition by the Moderator at the end of the session
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **PROMOTIONAL EMAIL BLAST (2 SPONSORSHIPS AVAILABLE)**

**\$1,500**

*Email messaging promoting the Conference and its content to potential delegates is instrumental in the marketing of this event. Promote your brand with a high-profile digital banner ad in one of our promotional eBlasts.*

### ***Sponsorship of this item will provide the sponsoring company with the following:***

- A custom-designed digital banner advertisement to be included in one email blast, which will be sent to the CBA members and legal professionals in our database (CASL law respected). Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission are to be provided by the CBA.
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
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# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## **“KNOW BEFORE YOU GO” EMAIL SPONSOR (EXCLUSIVE SPONSORSHIP)**

**\$1,500**

*The “Know Before You Go” email is a much-anticipated roadmap detailing what delegates registered for the conference can expect before arriving onsite. Sent to all registered delegates with detailed information, tips, and scheduled events, your clickable digital banner ad will ensure your brand stand out.*

### **Sponsorship of this item will provide the sponsoring company with the following:**

- Opportunity to provide a custom-designed, digital banner ad to be placed in this final delegate email. Digital artwork will be supplied by the sponsoring company and subject to CBA approval. Specs and timelines for submission to be provided by the CBA
- Opportunity to include a promotional item or gift on the CBA Swag Table
- Branding on conference registration website acknowledging company
- Corporate logo placement in the onsite printed agenda
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **POST-CONFERENCE SURVEY EMAIL (EXCLUSIVE OPPORTUNITY)**

**\$500**

*The CBA wants to ensure we are doing our best, and how to become better, from our registrant’s perspective. As such, we send a post-conference survey to each registrant’s inbox following the live webcast date. This email will have the perfect banner advertising space for you to showcase your brand.*

### **Sponsorship of one of these emails will provide the sponsoring company with the following:**

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **VIRTUAL REGISTRANT REMINDER/ACCESS EMAIL (EXCLUSIVE SPONSORSHIP)**

**\$500**

*Virtual registrants will need instructions on how to access the conference online. This access email, which will also serve as a reminder of the event, will be delivered to each virtual registrant’s inbox 1-2 business days before each webcast date.*

### **Sponsorship of one of these emails will provide the sponsoring company with the following:**

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL.
- Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants



# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW

# SUMMIT

---

MAY 24-26, 2023

## SWAG TABLE BRANDED ITEM

**\$500**

*A conference just wouldn't be a conference without the swag! Get your brand (literally) into the hands of conference delegates by providing a branded gift or promotional item for the conference swag table. The more creative, interactive, or fun the better!*

***Sponsorship will provide the company with the following:***

- Opportunity for company to provide delegates with one (1) promotional item each at the conference swag table (could be a way of providing delegates with information about your business or services or branded items such as pens, mints, mugs, charging devices, etc.). We welcome the opportunity to discuss having more prestigious items as a giveaway.
- Sponsor is responsible for the production and shipment costs of items, and must adhere to timelines set out by the CBA to be included

## TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:

**Nizar Ghalbane**

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The Canadian Bar Association

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