

Canadian Paediatric Society 2023 Sponsorship Opportunities

**Accredited
Professional
Education**
pages 2-4

**Child
& Youth
Health**
page 5

**Reaching
Paediatricians**
page 6

**Reaching
Parents**
page 7



Canadian
Paediatric
Society



2023 CPS Annual Conference

In-person

Accredited



The CPS Annual Conference is heading East!

On May 25 – 27, approximately 950 delegates from across Canada, including paediatricians, paediatric subspecialists, paediatric residents and other health care professionals are expected to join together in Halifax, Nova Scotia to take part in the 2023 CPS Annual Conference.

This accredited, in-person educational event will include a wide range of learning forms and topics, always with the emphasis on the latest research and practice developments in child and youth health. The CPS Annual Conference is also the perfect opportunity for conference delegates to network with their peers, mentors and sponsors.

We welcome pharmaceutical, vaccine and health product manufacturers to work with the CPS to support the conference and physician education through the following sponsorship opportunities:

Sponsorship Benefits

	DIAMOND \$85,000	PLATINUM \$60,000	GOLD \$50,000	CPS KITCHEN PARTY \$50,000	SILVER \$30,000	BRONZE \$15,000	FRIEND OF THE CPS \$7,000
Co-develop an accredited, 1-hour education symposium (includes coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion). Verbal recognition by session moderator and logo recognition as part of session	NEW ●	●		NEW ●			
Opportunity to co-develop an accredited online education module at a discounted rate. The module will be hosted on Pedagogy for 1 year	●	●					
Opportunity to co-develop an accredited, 1-hour Special Edition webinar at a discounted rate. The webinar will be held during the CPS National Grand Rounds series	●						
One-on-one meeting with CPS leadership and CPS staff	●	●					
Individual complimentary registrations to the CPS Annual Conference	5	4	3		2		
Individual complimentary tickets to the CPS Kitchen Party	Table	4	3	Table			
Prominent recognition at the CPS Kitchen Party. *Unique recognition benefits for CPS Kitchen Party Sponsor	●	●	●	●			
Booth with lead retrieval (Trade Show 2 days)	Double	Double	Double		Single	Single	
Prominent recognition with logo displayed on conference signage, in electronic final conference program, on app and website (www.annualconference.cps.ca)	●	●	●	●	●	●	●
Complimentary bilingual advertisement in electronic final CPS Annual Conference program	Full page	Full page	½ page	½ page			
Use of CPS Annual Conference logo (for up to one year) promoting sponsorship level for corporate promotion	●	●	●	●	●	●	●
Recognition at Opening Ceremonies	●	●	●	●	●	●	●
Invitation to Sponsor Recognition Event (at CPS Annual Conference) with CPS Board of Directors and senior staff	●	●	●	●	●	●	●
Corporate recognition in a 2023 edition of CPS News	●	●	●	●	●	●	●

Pedagogy Online Education Module Sponsorship
- starting from **\$65,000**
(depending on format)

Accredited

pedagogy

ONLINE EDUCATION FROM THE CPS

Virtual

Online education modules 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 online learning portal and medical education management system **Pedagogy**.

With this 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. Our 1-hour **Pedagogy** online education modules are free for CPS members and remain live for 1 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 Online Education Module 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
- 1 **complimentary** (individual) registration to the sponsored online education module
- Opportunity to renew course module(s) after 1 year
- Opportunity to reach:
 - 8000 family physicians
 - 5000 paediatricians and subspecialists
 - 7500 health care professionals (including nurses, pharmacists and other allied health care professionals)
- Your company name displayed on the CPS website
- Invitation to the Sponsor Recognition Event at the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- One-on-one meeting with CPS leadership and CPS staff
- Corporate recognition in a 2023 edition of CPS News

Accredited

CPS National Grand Rounds Series
\$50,000 - exclusive sponsorship opportunity

Virtual

National Grand Rounds

The first Tuesday of every month



To enhance CPS accredited learning opportunities and fulfil the continued interest in virtual education, the CPS has developed a National Grand Rounds series. The CPS National Grand Rounds includes accredited, 1-hour webinars that are held on the first Tuesday of every month. Each webinar focuses on a different paediatric topic and is hosted by a CPS subspecialty section. The CPS National Grand Rounds series is exclusive and complimentary for the 3600 CPS members, including paediatricians, paediatric residents and allied health professionals. Recordings of the webinars are available for 1 year. To date, approximately 150 CPS members have participated in each of the CPS National Grand Rounds webinars.

Recognition Benefits:

- CPS National Grand Rounds invites only one sponsor for the series
- 1 (individual) **complimentary** registration for the National Grand Rounds Series
- Recognition at (each) National Grand Rounds virtual session
- Opportunity to co-develop a Special Edition webinar (held on a Thursday during the National Grand Rounds series)
- Your company name displayed on the CPS website
- Invitation to the Sponsor Recognition Event at the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2023 edition of CPS News

Lifelong Learning in Paediatrics Courses

In-person

Accredited

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.

CPS – 2023 Fall Lifelong Learning in Paediatrics Courses:

1. Winter LLP - Lake Louise – January 27-29 2023

at Fairmont Chateau Lake Louise

Content Areas: Infectious diseases, Mental health, Nephrology and Sports medicine

2. Fall LLP - Banff – November 3-5, 2023 at

Fairmont Banff Springs Hotel

Content Areas: Adolescent health, Allergy, Endocrinology and Neonatology



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 Professional Development 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.

LLP Co-developed Symposium Sponsor

\$30,000

Recognition Benefits:

- **Complimentary** table-top display
- **Complimentary** full registration for 2 representatives
- Prominent recognition with your corporate logo displayed on the LLP website. Daily introduction slide and a mention linked to your presentation
- Recognition of sponsorship on your corporate representative's name badge
- Invitation to the Sponsor Recognition Event that is held during the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2023 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
- 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 to showcase your company's products and accomplishments
- Corporate logo recognition on the LLP website and daily introduction slide
- Recognition of sponsorship on your corporate representative's name badge
- Special recognition at the course welcome

Unrestricted Educational Grants

\$60,000

Accredited

Child & Youth Health

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. Over the next year, the CPS will focus on projects and initiatives that are outlined in the *CPS Strategic Framework* www.cps.ca/en/about-apropos/strategic-framework. Additionally, the CPS will continue to advocate on key child and youth health issues as identified by CPS leadership.

The Canadian Paediatric Society's top priorities 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, education symposium with the CPS at the 2023 CPS Annual Conference (at an additional cost)
- Recognition with your corporate logo displayed on the CPS website for one year. Placement of logo is at the discretion of CPS
- Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues
- Invitation to the Sponsor Recognition Event that is held during the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2023 edition of the CPS News

Reaching Paediatricians

News and Publications

The CPS keeps its 3,600 members informed on the most current information relating to all aspects of child and youth health through two issues of a print newsletter, *CPS News*, and a monthly electronic newsletter, the *CPS eNews*.

CPS News Sponsor

\$35,000 per year
or **\$20,000**
per issue

2 issues
per year -
Spring 2023 -
Fall 2023

Recognition Benefits:

CPS News is a full-colour 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.

- **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 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance

CPS eNews Sponsor

\$35,000 per year
or **\$6,000**
per issue

12 issues
per year -
January 2023
- December
2023

Recognition Benefits:

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 60% of members open and refer to their monthly electronic newsletter, compared with an average of about 22% across the not-for-profit health sector.

- **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 2023
- Full-year sponsor will receive an invitation to the Sponsor Recognition Event at the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2023 edition of the **CPS News**

A savings
of **\$37,000** for
a one year
exclusive
sponsorship of
CPS eNews

Reaching Parents



Caring for Kids Website

6.5 million visits annually and growing!

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 200 documents and videos reviewed by paediatricians across Canada.

The website contains health care information under 8 different headings:

- Pregnancy and babies
- Safety and injury prevention
- Healthy living
- Behaviour and development
- Mental health
- Health conditions and treatments
- Immunization
- Preteens and teens

As an exclusive sponsor, your company has the unique opportunity to increase brand awareness to over **6.5 million** visits annually who refer to the website for trusted and reliable information on child and youth health.

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 32,000 followers on Twitter and Facebook)

Invitation to meet one-on-one with CPS leadership and senior staff to discuss key child and youth health issues

Invitation to the Sponsor Recognition Event that is held during the 2023 CPS Annual Conference, with the CPS Board of Directors and senior staff in attendance

Corporate recognition in a 2023 edition of CPS News

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 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

Caring for Kids Website Sponsor
(Exclusive Opportunity)

Caring for Kids Website Section Sponsor
\$30,000 (per section - per year)