

# Canadian Paediatric Society 2024 Sponsorship Opportunities

**Accredited  
Professional  
Education**

**Child  
& Youth  
Health**

**Reaching  
Paediatricians**



Canadian  
Paediatric  
Society

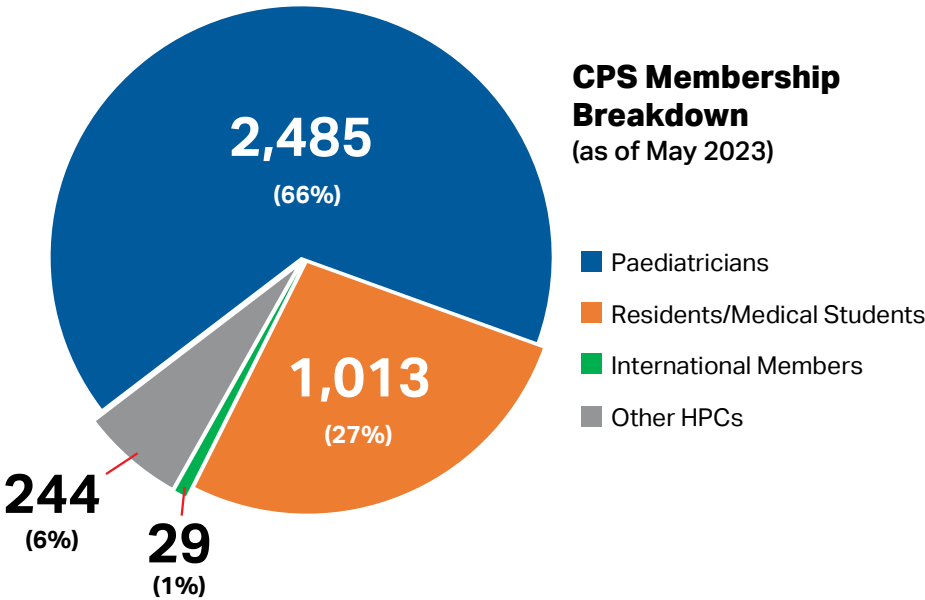


# Why Support the Canadian Paediatric Society (CPS)?

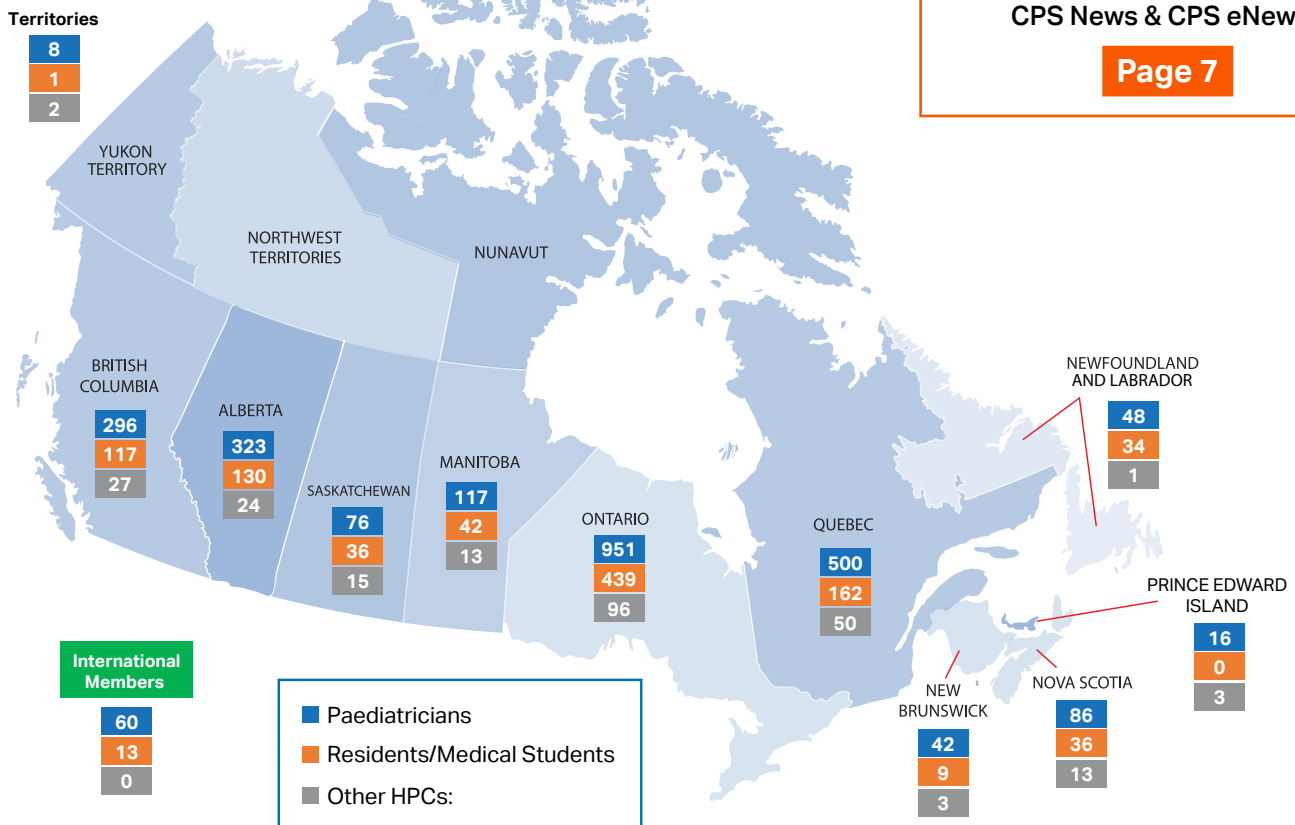
Founded in 1922, the Canadian Paediatric Society is a national association of almost **3,800** paediatricians, paediatric subspecialists, paediatric residents and other health care professionals.

For over a century, CPS members have worked tirelessly to position the CPS as a highly respected national leader

and champion in the advancement of the health and well-being of Canadian children and youth. Through the unwavering commitment of our membership and through support from corporate Canada, the CPS continues to excel in nurturing excellence in health care, advocacy, education, and research.



## CPS Membership Demographic Profile



## Ways to Support the CPS

CPS Annual Conference

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CPS Online Education Module – Pedagogy

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Special Edition CPS National Grand Rounds Webinar

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Lifelong Learning in Paediatrics Course

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CPS News & CPS eNews

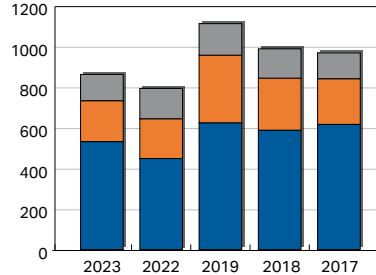
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**VANCOUVER**  
JUNE 6-8  
DU 6 AU 8 JUIN **2024**

**The CPS Annual Conference is heading West!**

On June 6-8, approximately 950 delegates from across Canada, including paediatricians, paediatric subspecialists, paediatric residents and other health care professionals are expected to join together in Vancouver, British Columbia to take part in the CPS Annual Conference 2024.



**Professional Attendance**

- Paediatricians/Physicians
- Residents/Medical Students
- Other

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

	<b>DIAMOND</b> \$85,000	<b>PLATINUM</b> \$60,000	<b>GOLD</b> \$50,000	<b>SILVER</b> \$30,000	<b>BRONZE</b> \$15,000	<b>FRIEND OF THE CPS</b> \$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	●	●				
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		
Booth with lead retrieval (Trade Show 1-1/2 days)	Double	Double	Double	Single	Single	
Prominent recognition with logo displayed on conference signage, on app and website (www.annualconference.cps.ca)	●	●	●	●	●	●
Use of CPS Annual Conference logo (for up to 1 year) promoting sponsorship level for corporate promotion	●	●	●	●	●	●
Complimentary banner advertisement with link on CPS Conference APP (approval of the advertisement and link is at the discretion of the CPS)	●	●				
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 2024 edition of CPS News	●	●	●	●	●	●

## Pedagogy Online Education Module Sponsorship

- starting from  
**\$65,000**  
(depending on format)

**Virtual**

**Accredited**

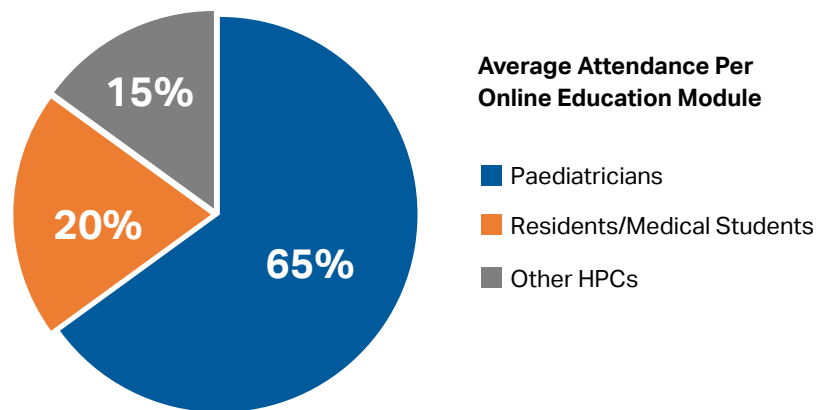


ONLINE EDUCATION FROM THE CPS

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 the almost 3,800 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.



To date, there are approximately 385 participants per module.

### 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:
  - 1,000 family physicians
  - 5,000 paediatricians and subspecialists
  - 9,500 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 CPS Annual Conference 2024, 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 2024 edition of CPS News

Accredited

CPS  
Special  
Edition  
National  
Grand Rounds  
Webinar  
\$30,000

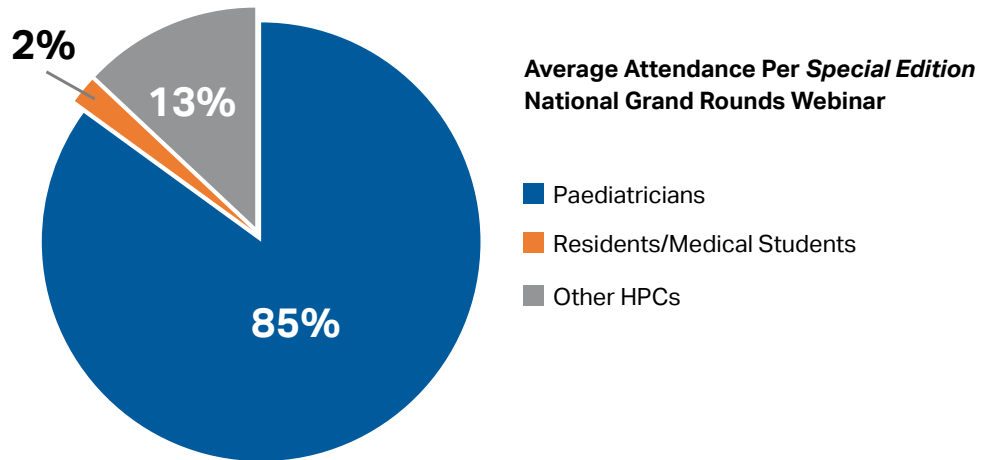
Virtual

# 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 focused on key topics in paediatrics. While the standard CPS National Grand Rounds series is exclusive and complimentary for the almost 3,800 CPS members, National Grand Round sponsors have the opportunity to co-develop a *Special Edition* webinar that is open to all interested health care providers. Recordings of the webinars are available for 1 year. **To date, there have been on average 250 participants for each of the Special Edition 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 sponsored *Special Edition* National Grand Rounds webinar
- Your company name displayed on the CPS website
- Invitation to the Sponsor Recognition Event at the CPS Annual Conference 2024, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2024 edition of CPS News



In-person

# Lifelong Learning in Paediatrics Courses

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 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 – 2024 Lifelong Learning in Paediatrics Courses:

1

**Winter LLP - Baie St. Paul, Quebec**  
**January 26-28, 2024**  
 at Hotel & Spa  
 Le Germain Charlevoix

**Content Areas:**  
 Cardiology, Developmental  
 paediatrics, Respiriology

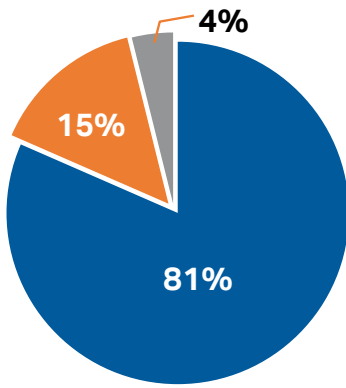
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**Fall LLP - Toronto**  
**November 1-3, 2024**  
 at the Marriott  
 Eaton Centre  
 Toronto

**Content Area:**  
 Mental Health



Average Attendance Per Lifelong Learning In Paediatrics Course



- Paediatricians
- Residents/Medical Students
- Other HPCs

**Co-developed Symposium Sponsor**  
**\$30,000**

**General Table-Top Sponsor**  
**\$3,000**

## Recognition Benefits

Co-developed Symposium Sponsor	General Table-Top Sponsor	Benefit
●		Co-develop an accredited, 75-minute education symposium (includes coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion)
●		Verbal recognition during sponsored co-developed symposium
●	●	Prominent recognition with logo displayed on LLP website, and daily introduction slide
●	●	Recognition at course welcome
●	●	Recognition of sponsorship on your corporate representative's name badge
②	①	Individual complimentary registrations to the LLP
●	●	Table top display
●		Invitation to Sponsor Recognition Event (held at the CPS Annual Conference 2024) with CPS Board of Directors and senior staff
●		Corporate recognition in a 2024 edition of CPS News

# Reaching Paediatricians

## CPS News Sponsor

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

2 issues  
per year -  
Spring 2024 -  
Fall 2024

### Recognition Benefits:

## News and Publications

The CPS keeps its almost 3,800 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* is a full-colour printed newsletter, produced in English and French, and sent to its almost 3,800 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 CPS Annual Conference 2024, 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 2024  
- December  
2024

### Recognition Benefits:

*CPS eNews* is a monthly, bilingual electronic newsletter sent by email to its almost 3,800 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 25% across the not-for-profit health sector.

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

- *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 2024
- Full-year sponsor will receive an invitation to the Sponsor Recognition Event at the CPS Annual Conference 2024, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in a 2024 edition of the *CPS News*