



# Connected Conference

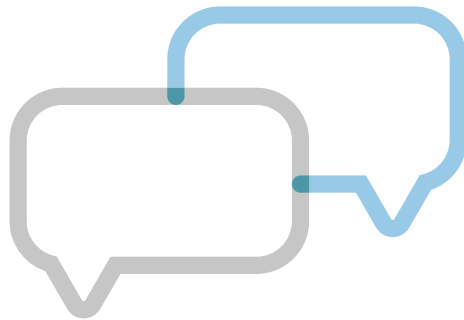
MARCH 4 2022 | WORLD OBESITY DAY

## Sponsorship Prospectus

# 4th Annual Connected Conference | March 4 2023

## About the Connected Conference

The 4th annual Connected Conference, hosted by Obesity Canada is a public facing conference. Historically an in person conference, turned virtual due to the pandemic. Connected 2021 had more than 400 people affected by obesity registered and is accessible as recordings to our OC-Connect online community (2500+ members) after the event. For 2023 we have decided to align the Connected conference with World Obesity Day (March 4th), the additional attention this will bring is expected to increase the number of participants. Since the launch of the Canadian Obesity Clinical Practice Guidelines in 2020, Obesity Canada has been working to implement the recommendations from the guidelines into practice. We believe that individuals living with obesity can help drive this knowledge translation and uptake of the guidelines with their health professionals, if they are informed and empowered. The theme for Connected 2023 will be “Empowered to take action”. Participants will be given the opportunity to learn from Canadian experts and patient advocates and will come away with practical ways to take action for their health.



## Why your support matters

Connected sponsorships help directly offset the costs to attendees. The public events would not be possible without the generous support of our National sponsors.



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## Sponsorship Packages

### Platinum Sponsor | \$30,000 (2 Available)

- Complimentary Virtual Exhibitor Hall -Spotlight Premier Virtual Booth
- Featured Sponsored commercial during Event Break\*
- Exclusive sponsored pre-event webinar (to be published in the week leading up to the event)
- OC Connect pre-recorded interview to be featured on Connected 2021 Event Platform\*
- Premium event registrations -25 registrations
- Complimentary Advertisement in Connected Program - Two page spread
- Logo Recognition on Connected 2021 Event Platform and Networking page - Premium placement\*
- Logo and verbal recognition during ALL conference sessions

### Gold Sponsor | \$20,000

- Complimentary Virtual Exhibitor Hall -Spotlight Premier Virtual Booth
- OC Connect pre-recorded interview to be featured on Connected 2021 Event Platform\*
- Premium event registrations -15 registrations
- Complimentary Advertisement in Connected Program - One page spread
- Logo Recognition on Connected 2021 Event Platform and Networking page\*
- Logo and verbal recognition during ALL conference sessions

### Silver Sponsor | \$10,000

- Complimentary Virtual Exhibitor Hall - Virtual Booth
- Premium event registrations -10 registrations
- Complimentary Advertisement in Connected Program - half page spread
- Logo Recognition on Connected 2021 Event Platform and Networking page\*
- Logo and verbal recognition during ALL conference sessions

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## Bronze | \$5,000

- Complimentary Virtual Exhibitor Hall - Virtual Booth
- Premium event registrations -10 registrations
- Complimentary Advertisement in Connected Program - half page spread
- Logo Recognition on Connected 2021 Event Platform and Networking page\*
- Logo and verbal recognition during ALL conference sessions

## Online Exhibitor | \$1,500

- 4 complimentary registration
- Dedicated space customized for your sponsor
- Sponsor logo header
- Description text
- Embedded images
- Embedded pre-recorded videos that can be changed throughout event
- Link to resources and downloads
- Live chat or 'contact us' function
- Scavenger hunt 'code' for attendees to earn points
- JOIN button to join a live video conferencing meeting or breakout

For more information please email us at  
[connected@obesitynetwork.ca](mailto:connected@obesitynetwork.ca)