



Connected 2024

Virtual, Public Conference

MARCH 4, 2024
WORLD OBESITY DAY

Sponsorship Prospectus

Obesity Canada

Obesity Canada is the country's leading obesity registered charity association with more than 23 supporting organizations and 50,000+ members. We are dedicated to improving the lives of Canadians through obesity research, education, and advocacy, and we bring together Canadians living with or affected by obesity to empower them to live happy, healthy, vibrant lives. We offer a safe and private community of support, evidence-based information, and engagement. Together we can change the social narrative of this chronic disease, eliminate weight bias, and improve access to evidence-based treatment and management for people living with obesity.

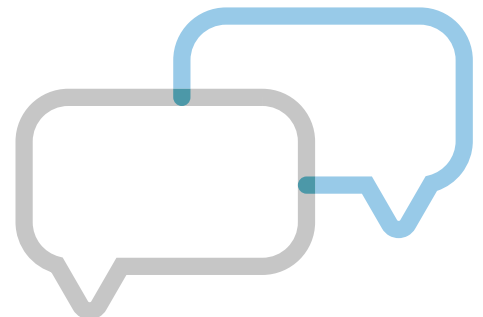
About

The 5th annual Connected Conference, hosted by Obesity Canada, is a public-facing conference that historically was in-person but went virtual in 2020 due to the pandemic. The Connected conference aims to provide Canadians living with obesity much-needed, evidence-based information delivered by recognized global experts in an accessible format. Through this event participants develop a better understanding of obesity and are empowered to take action to improve their health.

The theme for Connected 2024 will be "I'm Taking Control of My Health: Can We Talk?". Participants will be given the opportunity to learn from Canadian experts and patient advocates and will come away with practical ways to take control of their health and be empowered to take action on changing the public conversation about obesity.

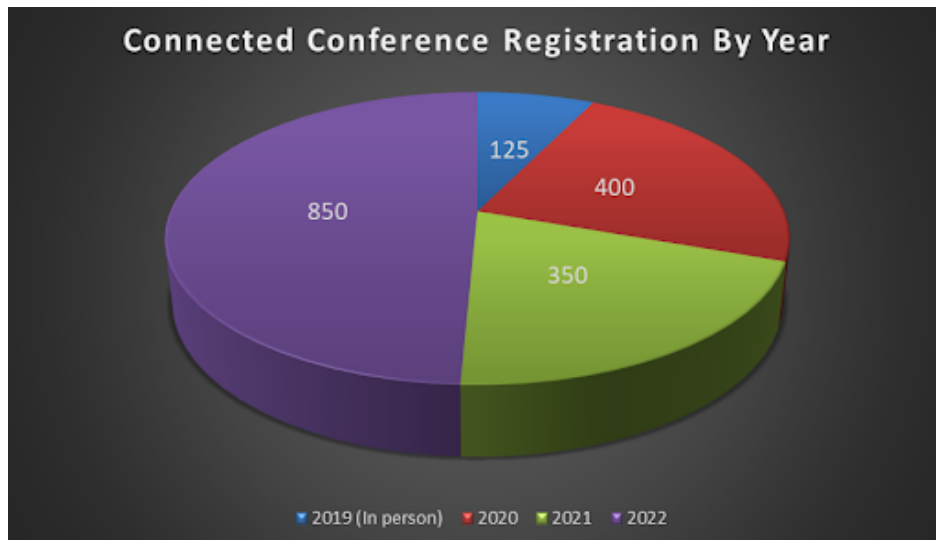
Connected 2023 Participant:

"The knowledge and support that was given to us throughout the conference; as they say knowledge is power, and knowing the support is out there brings "Empowerment" I loved everything about it. It was given to us on a level that even though we were not health specialists we could still understand the messages/information given to us."



5th Annual Connected Conference

March 4, 2024



The growth and success of this event is indicative of the need for reliable, trustworthy education for the public and the desire of individuals living with obesity to learn more and take action. Beyond registrations, the recordings of the sessions are available online to our OC-Connect online community (2500+ members) and the general public resulting in thousands of additional post event views. For 2024, we again decided to align the Connected Conference with World Obesity Day (March 4th), given that the additional attention this will bring is expected to continue the growth of this event.

Your Support Matters

Since the launch of the Canadian Obesity Clinical Practice Guidelines in 2020, Obesity Canada has been working to put 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. We have been successful in this work because we have been able to regularly provide high quality events with top-notch speakers to the public at no cost. If you are interested in sponsoring this prestigious event, Connected 2024 could provide your organization the opportunity to be seen by thousands supporting this important work.

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



5th Annual Connected Conference

March 4, 2024



Obesity Canada
Presents

Connected 2024!

A free, virtual, public conference
World Obesity Day: March 4, 2024

<i>Topic</i>	<i>Time</i>
Opening Remarks	11:00 AM
Obesity Is Not A Behaviour: Lived experience	11:15 AM
If Obesity Is a Disease Why Can't I Get Help?	11:45 AM
Discussion And Q&A	12:30 PM
Interactive Break	12:45 PM
Make Yourself Heard! <ul style="list-style-type: none">• Self-empowerment – dealing with internalized weight stigma and self-advocacy• Eliciting Support from people in your life• How to talk about obesity with your doctors, what questions to ask and how to be your own advocate• Advocating for our community	1:15 PM
Discussion and Q&A	2:45 PM
Interactive Break	3:15 PM
If I Can Do It, So Can You! - A Successful Advocacy Story	3:45 PM
A Vision of Hope: What does a perfect future look like for obesity management and how do we get there?	4:15 PM
Closing Remarks and End	4:55-5:00 PM



OC Connect

Packages

Platinum Sponsor | \$20,000 (2 Available)

- Complimentary Virtual Exhibitor Hall -Spotlight Premier Virtual Booth
- Exclusive sponsored pre-event webinar (to be published in the week leading up to the event)
- Complimentary Advertisement in Connected Program - Full page spread (digital program will be available on the event website and also shared with registrants both before and after the event)
- Logo Recognition on Connected 2024 Event Platform and Networking page - Premium placement
- Logo and verbal recognition during ALL conference sessions
- Logo sponsor recognition included in all session recordings to be published on the OC website and YouTube page.
- Social Media Sponsor Acknowledgment
- Sponsor recognition (logo) included in digital program - premium placement

Gold Sponsor | \$10,000

- Complimentary Virtual Exhibitor Hall - Virtual Booth
- Logo Recognition on Connected 2024 Event Platform and Networking page
- Logo and verbal recognition during ALL conference sessions
- Social Media Sponsor Acknowledgment
- Sponsor recognition (logo) included in digital program

Sponsored Interactive Event Break | \$2,000

Sponsor one of two - 30 Minute interactive break sessions in the program.

- Announcement and sponsor recognition by host leading into the break
- Sponsor logo and recognition included on-screen during the intro (5 min) and outro (5 min) of the break
- 20 minute break content agreed to by OC and sponsor such as a physical activity demo, nutrition or meal prepping demo, mock patient/HCP interaction, mock CBT demo etc. (pre-recorded)

Digital Program Advertisement | \$1,000

Half page digital advertisement to be included in the event program. The event program will be accessible on the event platform from the main lobby and will also be included in pre and post event emails to registered participants.

4th Annual Connected Conference

March 4, 2023

Online Exhibitor | \$1,500

- 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

Custom

- Contact Ian Patton to discuss available opportunities

Contact:
Ian Patton
Director, Advocacy & Public Engagement
Patton@obesitynetwork.ca