

SPONSORSHIP PROSPECTUS

# Obesity & Hypertension in Canada

FROM SCIENCE TO SOLUTIONS

3-6 April 2024  
Fairmont Banff Springs, Banff, Alberta

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canada

 Hypertension  
CANADA



### **About this event**

We are excited and honored to invite you to our 2024 conference: Obesity and Hypertension in Canada: From Science to Solutions.

For this year's conference, our theme will be about the intersections between conditions. From bench research to clinical care, changing health systems, emerging therapies, and integrated healthcare, our 2024 conference will cover it all. We anticipate an attendance of approximately 700+ delegates.

We are truly excited to collaborate on a fully integrated program that features inspiring and thoughtful plenary sessions as well as showcase cutting-edge research.

### **About Hypertension Canada**

Hypertension Canada is the only Canadian non-profit organization dedicated solely to the prevention and control of hypertension and its complications. At Hypertension Canada, we work with experts to advance research on high blood pressure. We also advocate for the education of both the public and healthcare professionals to ensure Canadians can avoid the potentially deadly complications of high blood pressure.

### **About Obesity Canada**

Obesity Canada is the only registered charity focused on improving the lives of Canadians living with obesity through research, education, and advocacy. Obesity Canada works with a wide range of health professionals, researchers, policy makers, and people living with obesity to create a day where people living with obesity are understood, respected, and living happy, healthy, lives.



# Executive Scientific Planning Committee



**Dylan Burger, PHD**

- Senior Scientist and Associate Professor
- Ottawa Hospital Research Institute and University of Ottawa



**Ross T. Tsuyuki, BSc(Pharm), PharmD, MSc, FCSHP, FACC, FCAHS, ISHF**

- President, Hypertension Canada
- Professor & Chair, Department of Pharmacology
- Professor of Medicine (Cardiology)
- Director, EPICORE Centre, Faculty of Medicine & Dentistry, University of Alberta



**Kristin Terenzi, BSc(Hon), MD, FCFP**

- Fellow, College of Family Physicians Canada



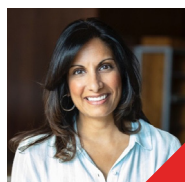
**Sanjeev Sockalingam, MD, MHPE, FRCPC**

- Scientific Director, Obesity Canada
- Chief Medical Officer & Vice-President, Education
- Senior Scientist, Centre for Addiction and Mental Health
- Professor of Psychiatry, University of Toronto



**David Macklin, MD, CCFP**

- Director, Medcan Weight Management
- Program Lecturer, University of Toronto
- Faculty of Medicine Staff, Mount Sinai Hospital



**Shahebina Walji, MD, FCFP**

- Diplomate, American Board of Obesity Medicine Clinical
- Assistant Professor, Department of Family Medicine, University of Calgary
- Medical Director, Calgary Weight Management Centre

# Why you should be involved

This ground-breaking in-person event for healthcare professionals and researchers is the best way to connect, network, and showcase your products and services. The opportunity to meet key thought leaders and decision-makers in the overlapping fields of hypertension and obesity could increase sales, create new leads, and open doors for your organization to connect and develop strategic relationships in a collegial environment. This event will strengthen your organization's profile and showcase your position as a key industry leader. Whether you are looking for an opportunity to launch a new product/idea/service/message or develop new partnerships and networks with key decision makers/influencers, this conference will provide you with both.

- Introduce yourself and your brand to leading scientists and medical practitioners
- Access decision-makers, influencers. and build lasting relationships
- Present your brand to the most influential thought leaders in the sector
- Reinforce your place in the market by increasing visibility to your brand
- Earn credibility among researchers and clinicians who are interested in evidence-based solutions
- Consult with other companies providing services
- Speak directly to your target market
- Meet with industry leaders
- Connect with prospective customers

# Conference Objectives

1

Deliver an engaging in-person event that brings together healthcare professionals and providers who are excited to learn about the latest research trends and treatment methods surrounding hypertension and obesity.

2

Offer a platform for those in the industry, research field, and the healthcare community to explore the ways in which diagnosis and treatment of hypertension has shifted since the beginning of the pandemic.

3

Educate healthcare professionals and providers on best practices for the treatment of obesity and hypertension.

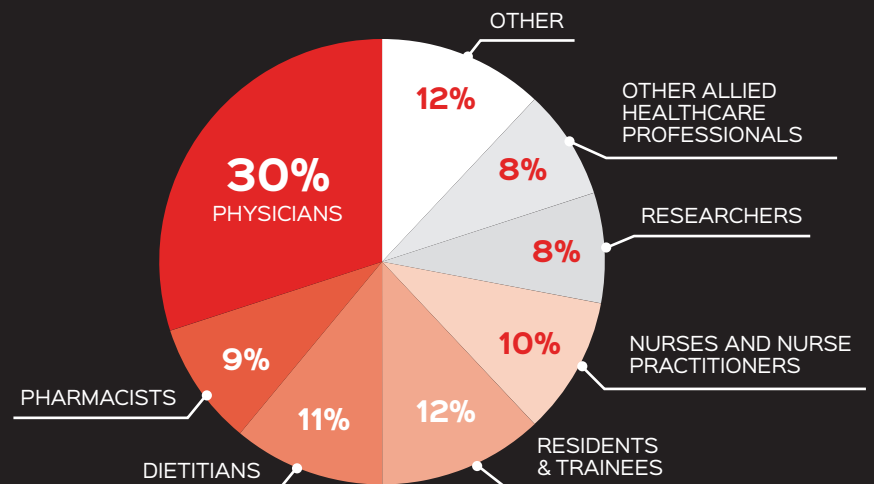
4

Provide opportunities for students and trainees to share their research around hypertension, expand their networks, and grow their careers.

5

Provide an opportunity for healthcare professionals to obtain CME credits by taking in-person training from leading experts in the field.

## 2024 Anticipated Attendee Breakdown



# Major Sponsorship Opportunities

We are happy to provide a wide variety of sponsorship opportunities. These packages create many different ways to show off your brand, product, or message. If you would like to customize your sponsorship package, please reach out to us and we are happy to work with you to best position your brand. Each sponsorship level includes recognition on the conference website.

ITEM	COST	INFORMATION & BENEFITS
<p><b>Major Sponsorship</b></p>	<p><b>\$70,000</b></p>	<p>Be the principal sponsor of our event! Your name will be linked to everything we do throughout the conference. We will provide you with a large scope of branding and marketing opportunities including:</p> <ul style="list-style-type: none"> <li>• Industry sponsored symposium*</li> <li>• Preferred location for exhibition space</li> <li>• Larger booth space</li> <li>• 10 complimentary conference registrations.</li> <li>• Additional discount of 25% for additional registrations requested.</li> <li>• Quote inclusion in press release</li> <li>• Premium, full-page company profile/advertisement in the conference program</li> <li>• Preferred acknowledgement on the conference website (logo and link)</li> <li>• Preferred acknowledgement in conference promotions</li> <li>• Preferred logo on keynote backdrop slides</li> <li>• Preferred choice and 20% discount on all other sponsorship opportunities</li> <li>• Complimentary meeting room access to host in-person meetings during the conference. Meeting room size can accommodate up to 10 people.*</li> </ul>

ITEM	COST	INFORMATION & BENEFITS
<b>Principal Sponsorship</b>	<b>\$50,000</b>	<p>Play a pivotal role in this conference, with this sponsorship opportunity many pathways to get your brand recognized will be opened up, such as:</p> <ul style="list-style-type: none"> <li>• Industry-sponsored symposium*</li> <li>• Preferred location for exhibition space – after major sponsor</li> <li>• Larger booth space</li> <li>• 5 complimentary conference registrations</li> <li>• Additional discount of 25% for additional registrations requested.</li> <li>• Preferred advertisement in the conference program</li> <li>• Acknowledgement on the conference website</li> <li>• Acknowledgement in conference promotions</li> <li>• Logo on keynote backdrop slides</li> </ul>
<b>Sponsored Symposium or Workshop</b>	<b>\$35,000</b>	<p>Host your own symposium or workshop. With this block of time, you can brand this event as your own and set the agenda. Make sure you have the space to talk about what matters to you.</p> <p>Summary:</p> <ul style="list-style-type: none"> <li>• Sponsor sets the agenda</li> <li>• Sponsor can brand as own event</li> <li>• 1 delegate bag insert</li> <li>• 1 e-bulletin (sent by Obesity Canada and Hypertension Canada)</li> <li>• Company logo on all session signage</li> <li>• Acknowledgement on the conference website, and the Obesity Canada and Hypertension Canada websites</li> </ul>
<b>Formal Gala Dinner</b>	<b>\$35,000</b>	<p>A gala dinner is an excellent way to connect with new people and really show off your brand. This formal gala dinner will be open to all registered delegates. An awards ceremony is included in this dinner. Entertainment options are available.</p>

ITEM	COST	INFORMATION & BENEFITS
<b>Mental Mingle &amp; Barista station</b>	<b>\$20,000</b>	Everyone loves to have some coffee and talk to new people. A barista station will ensure delegates think of your brand while they have their favorite drink and unwind. This sponsorship will have your company name and logo at the station, and be a social hub for attendees. This is an opportunity for delegates to exchange ideas and open opportunities between the delegates.
<b>Opening Ceremony</b>	<b>\$15,000</b>	Open the conference with style by sponsoring the keynote address, presented by a leading figure in healthcare. Make sure the event starts on the right note. This package includes: <ul style="list-style-type: none"> <li>• The opening keynote plenary</li> <li>• Welcome reception sponsor recognition</li> <li>• Recognition of sponsorship on conference website, program and all conference promotions</li> </ul>
<b>Health Breaks (Morning and Afternoon)</b>	<b>\$15,000</b>	We all have to eat and breaks are an important part of any conference. By sponsoring a health break, your company will: <ul style="list-style-type: none"> <li>• Company logo &amp; link on the conference website</li> <li>• Be acknowledged where the breaks are being served</li> </ul>
<b>Registration Confirmation Email Ad</b>	<b>\$10,000</b> (exclusive)	Each attendee receives an email confirmation when they register for the conference and reserve their hotel room. Your sponsorship of this exclusive opportunity will put your branding in the hands and on the minds of attendees as they begin to plan for Science to Solutions, extending the reach of your brand at the conference. <p>You provide an advertisement or logo, and we will send it out as hundreds register. Your ad will appear at the bottom of the email and can be linked to your website. Include a promotion code or action item unique to this ad for instant metrics. Statistics are provided post-conference. Ad graphics specs to be confirmed. Your message will reach attendees early</p>



ITEM	COST	INFORMATION & BENEFITS
<p><b>Registration Confirmation Email Ad</b> <i>(continued)</i></p>		<p>in their conference planning, and they will know that your brand is invested in providing them with a positive experience. This not only establishes trust and credibility, it also sends a clear signal to the industry that your brand is invested in supporting obesity and hypertension.</p>
<p><b>Event App</b></p>	<p><b>\$10,000</b></p>	<p>Our app plays a key role in letting everyone know what is going on during the conference. This offering ensures that your brand will be seen, as all our attendees will be using it throughout the conference. By sponsoring the event app:</p> <ul style="list-style-type: none"> <li>• Your company logo will be on the app's homepage, and on other prominent parts of the app</li> <li>• The app will be available via the conferences' host websites and to download by all delegates</li> </ul>
<p><b>Giving back to Banff</b></p>	<p><b>\$10,000</b></p>	<p>This opportunity is a way for your organization to give back to the local Banff rescue shelters. This option brings a local pet rescue to bring adoptable dogs to provide a smile and decompressing environment for delegates. A significant contribution of this option will be provided to the local rescue as a donation.</p> <p>We encourage all sponsors to participate in this initiative. *Based on availability</p>
<p><b>Student and New Professional Travel Grant Support</b></p>	<p><b>\$10,000</b></p>	<p>This sponsorship opportunity is a time-honored legacy to assist eligible students and give them the opportunity to attend and present at the conference. Student travel grants cover the full conference registration and a portion of travel costs, depending on the distance from the conference location.</p> <ul style="list-style-type: none"> <li>• High-profile exposure with the next generation of obesity researchers and their supervisors</li> <li>• Exclusive opportunity to impact research</li> <li>• Exclusive branding on Research Training Day</li> <li>• Host of a student reception*</li> <li>• Dedicated social media posts thanking sponsor</li> </ul>

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<b>Rapid-Fire Innovation Presenter</b>	<b>\$10,000</b>	<p>This is an opportunity for new and established organizations to present their latest innovations in the field of hypertension, obesity, and their associated conditions. This can be a new approach, product or device that addresses current gaps and leads to improved health outcomes of Canadians. A good presentation will add value for delegates by introducing innovative topics and engaging attendees. It is also an opportunity for a sponsor to create a customized experience that reflects the company's strengths and values and provides exclusive brand awareness among key opinion leaders. Presentation content and speaker selection are subject to organizers approval.</p> <p>Benefits include:</p> <ul style="list-style-type: none"> <li>• Opportunity to present to the full audience on the plenary stage (7-10 mins).</li> <li>• Corporate Logo to be included in all event related marketing materials.</li> <li>• 2 complimentary registrations.</li> </ul>
<b>Know Before you Go Email</b>	<b>\$7,000</b> (exclusive)	<p>Sponsor the Know Before You Go Email to reach every attendee about a week before the conference and help attendees have a smooth and stress-free experience at the conference. This helpful email will include essential information about badge pick-up, food and beverage, dress code, and special networking events.</p> <p>Only one sponsor can place an ad in this email, and doing so can help to create a positive association between your brand and the conference. Attendees will see your company's support of the conference and view your company in a positive light.</p>
<b>Exhibitor Booth Prime</b>	<b>\$6,000</b>	<p>Be center stage. With this option you get a bigger booth space, and to choose where your booth is. You will receive:</p> <ul style="list-style-type: none"> <li>• 1 Prime booth space</li> <li>• Table with 2 chairs</li> <li>• Complementary registration (2) - includes food and beverage</li> </ul>

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<b>Social media wall</b>	<b>\$6,000</b>	This would aggregate different live posts from various social media channels. As a sponsor of this wall, you can use the online feed to add your posts and logos, offering attractive discounts and offers to the delegates.
<b>Tote Bag Branding</b>	<b>\$5,000</b>	Your logo to be on the tote bags given out at the event, one will be given to each participant.
<b>Lanyard</b>	<b>\$5,000</b>	Sponsor the official conference lanyards, all lanyards and name badges will be branded with your company logo.
<b>Wifi name and password</b>	<b>\$5,000</b>	<p>As everyone logs onto the wifi make sure your brand is what they are thinking about when logging on.</p> <p>You can choose (with approval) the name of the network, and the password to log onto the network.</p>
<b>Exhibitor Booth Standard</b>	<b>\$4,500</b>	<p>A booth is a great way to let people know what you're all about and demonstrate your product. With this option you will receive:</p> <ul style="list-style-type: none"> <li>• 1 Standard booth</li> <li>• Table with 2 chairs</li> <li>• Complementary registration (1) - includes food and beverage</li> </ul>
<b>Educational or Non-Profit Booth</b>	<b>\$1,500</b>	<p>If you're an educational group or a registered non-profit we'd love to have you at our conference, we can offer your organizations a discounted rate. With this option you will receive:</p> <ul style="list-style-type: none"> <li>• 1 Standard booth</li> <li>• Table with 2 chairs</li> <li>• Complementary registration (1) - includes food and beverage</li> </ul>

ITEM	COST	INFORMATION & BENEFITS
<b>Mobile APP Push Notification</b>	<b>\$1,000</b>	Sponsors will be given the opportunity to send a push notification to attendees, informing them of important information or upcoming events.
<b>Delegate Bag Insert</b>	<b>\$250</b>	<p>At registration we will be giving tote bags to all attendees. Make sure everyone comes home with your message.</p> <p>You will have the ability to insert one item into each delegate bag (which must be pre-approved).</p>
<b>Advertisement</b>	<b>Contact Us</b>	Contact us directly to discuss opportunities available.
<b>Networking Opportunity</b>	<b>Contact Us</b>	We will work with you to find a premiere location and time to host a networking event. This will provide you with an opportunity to sponsor/ host a key social event of the conference and network with the delegates, as well as engage in conversation in a relaxed, social environment. We will work with your brand to design the drink that is served at the event.

\*Food and Beverage is not included in any sponsorship fee and will be in addition.

# Create your own package

We are open to ideas and suggestions for sponsorship packages.  
**Contact us today with your proposal.**

Capitalize on this unique strategic opportunity. Partner with Hypertension Canada. Lead your business forward and gain a competitive advantage by sponsoring the 2023 Annual Canadian Hypertension Congress and Young Investigator Forum.

Engage decision-makers and key influencers from the organizations you want to reach.

Sponsorships are limited and available on a first-come, first-served basis. To reserve your sponsorship, please contact:



Asif Ahmed, Executive Director at [asif.ahmed@hypertension.ca](mailto:asif.ahmed@hypertension.ca)  
Hypertension Canada



Dawn Hatanaka, Executive Director at [hatanaka@obesitynetwork.ca](mailto:hatanaka@obesitynetwork.ca)  
Obesity Canada

\*All industry-sponsored symposiums are responsible for fees associated with organizing, branding, catering and technical components. Fees do not include speaker travel, accommodation or conference registration fees unless otherwise stated.

All speakers will be expected to register for the conference.

Sponsorship implies no control of content or endorsement of product. Obesity Canada retains and is responsible for exercising full control of the program which is for scientific and/or educational purposes.

To apply for sponsorship, exhibit booth, or advertising space, kindly complete our online [contract@obesitycanada.ca/cos/sponsorship](https://contract@obesitycanada.ca/cos/sponsorship). Upon completion of the contract, you'll receive an invoice for payment. You may pay the invoice by credit card, cheque or electronic funds transfer.

Note: An exhibition manual will be distributed approx. 2 months prior to the Congress. The manual will contain final information on the exhibit opening times, information on build and dismantle plus costs and booking arrangements for services such as additional electricity, furniture, lighting and catering etc.



# SAVE THE DATE

## Obesity and Hypertension in Canada: From Science to Solutions

April 3-6, 2024 | Banff, Alberta, Canada

A collaboration between Obesity Canada and Hypertension Canada

