

## AMMI Canada – CACMID Annual Conference 2012 Invitation to Sponsor

It is with pleasure that we invite you to renew your support for our 2012 Annual Conference, which will take place from May 3<sup>rd</sup> to 5<sup>th</sup> at the beautiful Sheraton Wall Centre Hotel in the heart of Vancouver, one of Canada's favourite meeting destinations.

The organizing committee relies on your sponsorship and support to ensure the success of the annual conference presented by the Association of Medical Microbiology and Infectious Disease (AMMI) Canada and the Canadian Association for Clinical Microbiology and Infectious Diseases (CACMID). Once again this event will showcase the latest clinical, laboratory and research advances with a focus on issues of national and international importance. This is your opportunity to interact with key opinion leaders in the fields of medical/clinical microbiology and infectious diseases in Canada.

The AMMI Canada – CACMID Annual Conference 2012 promises to be relevant and insightful and will examine a number of topics of growing concern in the fields of infectious diseases and microbiology. The conference will once again be comprised of plenary sessions, State of the Art Clinical Lectures, oral and poster presentations, Clinical Vignettes and the Exhibit Hall.

The preliminary scientific program (to be developed and confirmed) includes:

- ❖ Rapidly Evolving Diagnostics – MALDI-TOF MS, Deep Sequencing and Multi-pathogen Detection
- ❖ Outbreaks: Diagnostics, Management and More: Syphilis, Non-0157 Shiga-toxin producing *E. coli*, Measles
- ❖ What's New and What's Hot in Infectious Diseases: Adult ID, Pediatric ID and Travel ID (malaria and more)

State of the Art Clinical Lecture topics will be:

- ❖ Microbiota
- ❖ Antimicrobial Utilization: What Works?
- ❖ The Innovation Academy

We hope that this preview of the scientific program will pique your interest. For 2012, we are pleased once again to work with you to offer our sponsors and exhibitors a menu of marketing options from which to build a sponsorship that will be successful in maximizing visibility at the conference.

# VANCOUVER 2012

AMMI Canada – CACMID  
Annual Conference • Conférence annuelle

May 3 – 5 mai 2012  
Sheraton Vancouver Wall Centre

Please take a close look at the Sponsorship Grid we have created for 2012 because we have added some exciting new opportunities. For Diagnostic companies, we are piloting a Diagnostic Theatre that will allow you to create a 30-minute presentation of new technologies to invited delegates. For Pharmaceutical companies, we have created, in addition to the three (3) Platinum lunchtime Integrated Symposia, two (2) Gold level sponsorships for accredited Meet the Experts or other co-developed Workshops.

Your support is critical in ensuring that organizers from both associations can provide informative and provocative sessions for delegates. As a past or new sponsor, we invite you to choose from the options attached and to apply the total of the benefits selected to achieve the desired level on the grid that is attached.

We are prepared to work with you to achieve your desired goals as a sponsor of the AMMI Canada – CACMID Annual Conference and look forward to speaking with you soon.

For further information on sponsorship opportunities, please contact Mr. Ron Rosenes, Sponsorship Development, by phone at 416.726.5147 or by email to [ron@rosenes.com](mailto:ron@rosenes.com).

We look forward to your continued support to achieve our mutual educational and research goals.

Coleman Rotstein, MD FRCPC FACP  
Sponsorship Co-Chair, AMMI Canada

Jeff Fuller, PhD FCCM D(ABMM)  
Sponsorship Co-Chair, CACMID

## SPONSORSHIP OPPORTUNITIES

There are many sponsorship opportunities by which companies can support the AMMI Canada – CACMID Annual Conference. Sponsors can combine individual packages (notepads, badge holders, pens etc.) in order to reach the requested sponsorship level.

The organizers will supply signage for each of the following activities unless otherwise stated.

Secretariat | 192 Bank Street, Ottawa, ON K2P 1W8 | Tel: 613.260.3233

[www.ammi.ca](http://www.ammi.ca)

[www.cacmid.ca](http://www.cacmid.ca)

# VANCOUVER

## 2012

May 3 – 5 mai 2012

Sheraton Vancouver Wall C

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**PLATINUM SPONSOR \$75,000**

### **Exclusive to this level: Conduct an AMMI Canada co-developed Integrated Symposium**

#### **Possible Dates and Times**

- Thursday May 3 (12:00 –14:00) – 1.5 hours accredited
  - Friday May 4 (12:00 –14:00) 1.5 hours accredited
  - Saturday May 5 (12:00 –14:00) 1.5 hours accredited
- NB: Times may be subject to change*

#### **Benefits**

- The symposium must be accredited and co-developed by AMMI Canada.
- Only one Integrated Symposium will take place at a time.
- A dedicated meeting room is provided at no charge.
- The maximum number of attendees permitted is 150.
- Basic Audio Visual is supplied at no additional cost.
- See sponsorship grid for additional benefits.

#### **Additional Costs** (not included as part of the sponsorship)

- The sponsor is responsible for all expenses related to the speakers (honorarium, travel and accommodation) per the AMMI Canada accreditation rules.
- The sponsor is responsible for all expenses related to food and beverage and must be supplied by the host hotel.
- The sponsor is responsible for all audio-visual equipment above and beyond the basic equipment provided.
- Signage related to the symposium.

### GOLD SPONSOR \$50,000

#### **Exclusive to this level: Conduct an AMMI Canada co-developed Workshop (e.g. Meet the Experts)**

##### Event Date

- Wednesday May 2 (17:30 –19:00) – 1 hour accredited
  - Friday May 4 (17:30 –19:00) – 1 hour accredited
- NB: Times may be subject to change*

##### Benefits

- The Workshop must be accredited and co-developed by AMMI Canada.
- Only one Workshop will take place at a time.
- A dedicated meeting room is provided at no charge.
- The maximum number of attendees permitted is 75.
- Basic Audio Visual is supplied at no additional cost.
- See sponsorship grid for additional benefits.

##### Additional Costs (not included as part of the sponsorship)

- The sponsor is responsible for all expenses related to the speakers (honorarium, travel and accommodation) per the AMMI Canada accreditation rules.
- The sponsor is responsible for all expenses related to food and beverage and must be supplied by the host hotel.
- The sponsor is responsible for all audio-visual equipment above and beyond the basic equipment provided.
- Signage related to the symposium.

### SILVER SPONSOR \$25,000

#### \* **Closing Dinner** (200 people)

This event closes the conference and offers a great opportunity for delegates and sponsors to network. Components may be available separately for sponsorship.

##### Event Date

- Saturday May 5

### BRONZE SPONSOR \$15,000

#### \* Exhibit Hall Reception

The AMMI Canada – CACMID Annual Conference Exhibit Hall Reception is a time to reconnect with friends, colleagues and industry in a relaxed networking atmosphere. The sponsor is provided with the option of hosting a signature drink to be served to each person upon entering the exhibit hall or the opportunity to host one drink (domestic wine or domestic beer) at the bar. The sponsor will be recognized with signage at the entrance to the Exhibit Hall and or at the bar.

#### Event Date

- Thursday May 3

### COPPER SPONSOR \$10,000

#### Sponsor of the Special Lecture

The special lecture will take place on Thursday May 4 prior to the Welcome Reception. The speaker will be chosen by the AMMI Canada-CACMID Annual Conference 2012, Presidents.

#### Benefits

- The sponsors name and logo will appear on all material related to the Special Lecture.
- See sponsorship grid for additional benefits.

#### \* Delegate Bags

This is an opportunity to promote your company in a very prominent and visual way.

This sponsorship opportunity is available:

- to two pharmaceutical companies (per the Rx&D rules)
- one diagnostic company
- two diagnostic companies

#### \* Internet Café

The Internet Café is one of the most visited points by all conference participants. Four (4) working stations will be made available to conference participants. The sponsors' corporate logo will be set as the desktop wallpaper as well as the screen saver icon.

### ZINC SPONSOR \$ 5,000

#### \* \$7,500 Morning Refreshment Break in Exhibit Hall

Tea, coffee, assorted cold beverages and a light snack will be provided at the morning break in the exhibit hall for all delegates and exhibitors.

#### Date Options

- Thursday May 3
- Friday May 4

#### Conduct a Session in the Diagnostic Theatre

(Two 30-minute sessions per hour with maximum 20 guests per session) Limit ONE session per company.

#### Event Date

- Thursday May 3 (07:00 – 08:00)
- Friday May 4 (07:00 – 08:00)
- Saturday May 5 (07:00 – 08:00)

#### Benefits

- The Session will take place in a dedicated meeting room at no extra charge
- Basic Audio Visual and electricity is supplied at no additional cost.
- Coffee and tea will be provided at no additional cost to a maximum of 20 people.
- See sponsorship grid for additional benefits.

#### Additional Costs (not included as part of the sponsorship)

- The sponsor is responsible for all expenses related to the speakers (honorarium, travel and accommodation) per the AMMI Canada accreditation rules.
- The sponsor is responsible for all audio-visual equipment and electricity above and beyond the basic equipment provided.
- The sponsor is responsible for any food provided.
- Signage related to the symposium.

### **Sponsor 8<sup>th</sup> Annual Trainees' Day**

Trainees' Day is an opportunity for trainees in adult and pediatric infectious diseases and medical microbiology to meet and discuss relevant training and career issues, not necessarily covered in formal training programs. Previous topics have included international career opportunities, contract negotiations and practicing in the community.

#### Benefits

- The sponsors name and logo will appear on all material related to Trainees' Day.
- See sponsorship grid for additional benefits.

### **\* \$5,000 Early Bird Refreshments (before daily plenary)**

Tea, coffee and pitchers of juice will be provided each morning prior to the start of the plenary. Sponsor will receive signage recognition.

#### **Date Options**

- Thursday April 7
- Friday April 8
- Saturday April 9

## **PATRON SPONSOR Under \$5,000**

### **\* \$3,500 Customized Keycards (quantity 700)**

Corporate branded keycards will replace the standard hotel keycards for all guests staying at the Sheraton Vancouver Wall. (NOTE: Products CANNOT be promoted)

### **\* \$3,000 Name Badge Holders**

A name badge holder will be provided to each registrant, exhibitor and speaker at the conference. The sponsor's name and logo will appear on each badge holder.

### **\* \$3,000 Notepads (quantity 700)**

One notepad will be included in each conference delegate bag. The Sponsor logo will appear on the notepads.

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## PATRON SPONSOR Under \$5,000 Continued

### \* \$2,000 Pens (quantity 700)

Corporate branded pens to be supplied by the sponsor for inclusion in each of the conference delegate bags. (NOTE: Products CANNOT be promoted).

### \* \$1,000 Delegate Bag Inserts (quantity 700)

Corporate branded promotional piece to be inserted in each delegate bag. This sponsorship opportunity is available to both pharmaceutical and diagnostic companies.

- Maximum size of insert one piece of 8½ x 11 paper
- Insert can be double sided
- Insert CANNOT promote a product
- All inserts must be approved by the organizers before printing

## SPECIAL REQUESTS

If you have a particular idea on how you would like to promote your company at the AMMI Canada – CACMID Annual Conference 2012 please contact **Ron Rosenes** Sponsorship Development at (416) 726-5147 or [ron@rosenes.com](mailto:ron@rosenes.com).

**NOTE: \* Opportunities available to non- pharmaceutical companies**