

Where Canada's  
experts in clinical  
microbiology  
and infectious  
diseases meet



Edmonton 2010 

AMMI Canada — CACMID Annual Conference • Conférence annuelle  
Shaw Conference Centre • Centre de conférence Shaw • May 6 - 8 mai 2010

October 2009

*Point de rencontre  
des experts  
canadiens en  
microbiologie  
médicale  
et infectiologie*

**RE: AMMI Canada – CACMID Annual Conference 2010 Invitation to Sponsor**

Dear Colleague,

It is our pleasure to invite you to support our 2010 Annual Conference which will be held May 6 to 8 in the hospitable City of Edmonton, Alberta.

2010 marks a return to “business as usual” for this, the national infectious diseases and clinical microbiology 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). This event showcases the latest clinical, laboratory and research advances and focuses 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 2010 promises to be insightful and will focus on 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, the ever-popular Clinical Vignettes and exhibits.

For 2010, we are pleased to offer potential sponsors and exhibitors a menu of marketing options from which to build their sponsorship in order to maximize visibility at the conference, while providing critical support that ensures the organizers from both associations can once again provide top-notch sessions for delegates. Sponsors are invited to choose from the options below and to apply the total of the benefits selected to achieve the desired level on the grid that is attached.

This marks a departure from previous years based on feedback obtained from a focus session that took place in Toronto in June on the last day of the joint AMMI Canada, CACMID, ISC conference.

We hope that this will respond to requests made at the focus session and will encourage your company to support the conference in Edmonton to achieve your goals in terms of support and visibility.

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

Julie Carson, MD FRCPC  
Sponsorship Co-Chair, CACMID



# Edmonton 2010

## Sponsorship Program



### ACTIVITIES

1. Special Lecture	\$ 10,000	9. Delegate Bag Insert	\$ 1,000
2. Trainees' Day	\$ 5,000	10. Early Bird Refreshments (before daily plenary)	\$ 5,000
3. Clinical Vignette Touch Pads	\$ 5,000	11. Morning Refreshment Break	\$ 7,500
4. Delegate Bags	\$ 10,000	12. Exhibit Hall Reception	\$ 10,000
5. Internet Café	\$ 10,000	13. Closing Dinner (all 3)	\$ 17,500
6. Name Badge Holders	\$ 3,000	OR a) Wine	\$ 5,000
7. Notepads	\$ 3,000	b) Dinner	\$ 10,000
8. Pens	\$ 2,000	c) Entertainment	\$ 5,000

BENEFITS AND REWARDS	Platinum \$75,000	Gold \$40,000	Silver \$20,000	Bronze \$15,000	Copper \$10,000	Zinc \$5,000	Patron <\$5,000
Booth Space	Double	Double	Single	Single	Single	-	-
Conduct an Integrated Symposium	X	-	-	-	-	-	-
Conduct a Diagnostic Workshop	-	X	-	-	-	-	-
Acknowledgement on conference materials	1st level logo	2nd level logo	3rd level logo	4th level logo	5th level logo	6th level logo	Name only
Recognition on conference signage	X	X	X	X	X	X	Name only
Logo on conference pages of AMMI Canada and CACMID websites	Logo + hotlink	Logo + hotlink	Logo + hotlink	Logo	Logo	Logo	Name only
Logo on powerpoint presentation at plenaries	X	X	X	X	X	X	Name only
Conference registrations	6	4	2	1	0	0	0
Extra exhibit hall representatives	3	2	0	0	0	0	0
"Closing Dinner" tickets	6	4	3	2	1	0	0

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## **SPONSORSHIP OPPORTUNITIES**

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

Signage will be supplied by the organizers for each of the following activities unless otherwise stated.

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### **EDUCATION Opportunities**

**Platinum Sponsor.....\$75,000**  
**Exclusive to this level: Conduct an Integrated Symposium**

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

- Thursday May 6 (1200 – 1400) – 1.5 hours accredited
- Friday May 7 (1200- 1400) 1.5 hours accredited
- Saturday May 8 (1200 – 1400) 1.5 hours accredited

#### **Benefits**

- The symposium will be accredited and co-developed by AMMI Canada.
- Only one Industry Symposium will take place at a time
- A Dedicated Meeting Room is provided at no charge
- The maximum number of attendees permitted is 125
- Basic Audio Visual (screen with dress kit, projector, laptop) 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)
- The sponsor is responsible for all expenses related to food and beverage
- The sponsor is responsible for all audio visual equipment above and beyond the basic equipment provided
- Signage related to the symposium

**Gold Sponsor.....\$40,000**  
**Exclusive to this level: Conduct a Diagnostic Workshop**

This sponsorship opportunity is **ONLY** available to diagnostic companies.

#### **Event Date**

- Friday, May 7 (1730 – 19:00)

#### **Benefits**

- See sponsorship grid for benefits

#### **Additional Considerations and Costs**

- The workshop will **NOT** be accredited
- The topic of the workshop must be approved by the organizers

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- The workshop will have 1.5 hours allocated
- Concurrent workshops are a possibility
- A meeting room will be provided at a cost of \$750.00
- The maximum number of attendees permitted per workshop is 100
- The sponsor is responsible for all expenses related to the workshop; audiovisual equipment, speaker costs including travel, accommodation and honorarium, food and beverage etc.
- The sponsor is responsible for all related signage

## **Silver Sponsor.....\$20,000**

A number of different benefits may be combined to reach the total for Silver Sponsorship, including delegate bags, Internet café or coffee breaks.

### Benefits

- The sponsor's name and logo will appear as appropriate
- See sponsorship grid for additional benefits

## **Bronze Sponsor.....\$10,000**

### Benefits

- The sponsor's name and logo will appear as appropriate
- See sponsorship grid for additional benefits

## **Copper Sponsor.....\$10,000**

### **Sponsor of the Special Lecture**

The special lecture will take place on Saturday May 8 as part of the awards and clinical vignette segment of the conference. The speaker will be chosen by the AMMI Canada-CACMID Annual Conference 2010, Central Planning Committee.

### Benefits

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

## **Zinc Sponsor.....\$ 5,000**

### **Sponsor 6<sup>th</sup> Annual Trainees' Day**

Trainees' Day is an opportunity for trainees in adult infectious disease and medical microbiology to meet and discuss relevant training and career issues. Previous themes have been on international research and educational opportunities, contract negotiations, and small community opportunities to name a few. The theme for 2010 is "Developing Mentorship and Protégéship". Trainees Day will take place Wednesday, May 5<sup>th</sup> from 1000 – 1630.

### Benefits

- See sponsorship grid

## **Zinc Sponsor.....\$ 5,000**

### **Touch Pads for Clinical Vignettes**

By popular demand, the Clinical Vignette session is back at the AMMI Canada – CACMID

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Annual Conference 2010. Interesting, difficult and head-scratching cases will be presented. The session is interactive with the audience using touch-pads for input as they try to solve these tricky cases.

#### Benefits

- The sponsor's name and logo will appear on each of presentation slide
- The sponsor will receive recognition on each touch pad
- See sponsorship grid for additional benefits

### **OTHER Sponsorship Opportunities** (unless otherwise indicated these opportunities are available to diagnostic companies only)

#### **Delegate Bags.....\$10,000**

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.....\$10,000**

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.

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

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.

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

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

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

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

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

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 8 1/2 x 11 paper
- Insert can be double sided
- Insert CANNOT promote a product
- All inserts must be approved by the organizers before printing

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## FOOD AND BEVERAGE SPONSORSHIP OPPORTUNITIES (these opportunities are available to diagnostic companies only)

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

Tea, coffee and pitchers of juice along with a light snack will be provided outside the plenary room each morning prior to the start of the plenary. Sponsor will receive signage recognition.

#### **Date Options**

- Thursday May 6
- Friday May 7
- Saturday May 8

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

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 6
- Friday, May 7

### **Exhibit Hall Reception.....\$10,000**

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 (wine or 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 6

### **Closing Dinner (200 people) – includes all 3 below..... \$17,500**

This event closes the conference and offers a great opportunity for delegates and sponsors to network.

- **Sponsor of the Wine \$5,000**
- **Sponsor of the Dinner \$10,000**
- **Sponsor of the Entertainment \$5,000**

#### **Event Date**

- Saturday May 8

### **Special Requests**

If you have a particular idea on how you would like to promote your company at the AMMI Canada – CACMID Annual Conference 2010 please contact Ron Rosenes, Sponsorship Development at (416) 726-5147 or ron@rosenes.com.