## Sponsorship Categories

### Towards World Class Healthcare

## Key Sponsorship ($15,000)

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Sponsorship Entitlements</th>
</tr>
</thead>
</table>
| **Keynote Speaker:** Sponsorship of the Conference Keynote Speaker as well as related presentation costs. Sponsor will receive recognition through general signage at the entrance to the presentation room. | • Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.  
• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.  
• Highest profile location for booth in Exhibit Area.  
• 1 e-blast to pre-conference attendance list (2 weeks out)  
• Signage at the program or event.  
• 5 Tickets for the Banquet.  
• One complimentary trade show registration.  
• One complimentary Exhibit Booth.  
• Sponsor will be recognized in the Event Title |

## Diamond Sponsorship ($10,000)

<table>
<thead>
<tr>
<th>Sponsorship Opportunities</th>
<th>Sponsorship Entitlements</th>
</tr>
</thead>
</table>
| **Gala Banquet:** Sponsorship of the Conference Banquet which is included as part of the registration fee and attended by all delegates and their guests. Sponsor will be highlighted during the event & recognized by signage at the event.  
**Banquet Entertainment:** Sponsorship of the Entertainment at the Gala Banquet. Sponsor will receive recognition through signage at the event.  
**Delegate Sponsorship:** Opportunities are available for sponsorship of delegates registration fees; for each Diamond Sponsorship received, delegate fees will be discounted $50. Sponsors will be recognized in the onsite final program.  
**Translation Services:** 2 opportunities available for sponsorship of translation services available at the conference. Sponsor will be recognized through signage at the session room and in the final program. | • Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.  
• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.  
• Highest profile location for booth in Exhibit Area.  
• Signage at the program or event.  
• 5 Tickets for the Banquet.  
• One complimentary trade show registration.  
• One complimentary Exhibit Booth. |
## Sponsorship Opportunities

**Golf Tournament:** Sponsorship of the Great CHES Golf Tournament. Sponsor will receive recognition through signage at the Golf Tournament.

**President's Reception:** Sponsorship of the President’s Reception preceding the Conference Banquet. Sponsor will receive recognition through signage at the event.

**Registration Portfolio / Satchel:** Sponsorship of the Conference Satchel which is provided to all conference delegates. Sponsor may place Company Logo on the satchel.

**Internet Café:** Sponsorship of the Internet Café which is provided for the use of all Conference Delegates. Sponsor will receive recognition through signage at the Internet Café.

**Opening Reception:** Sponsorship of the Conference Opening Reception to which all delegates and guests are invited to attend. Sponsor will be highlighted during the evening.

**Delegate Gift:** Sponsorship of a Delegate Souvenir which will be included in the Conference Satchel for each Conference Delegate. Sponsor may place Company Logo on the Delegate Gift.

**Lunch, Monday or Tuesday:** Sponsorship of one of the Conference Lunches for all delegates. Sponsor will receive recognition through signage at the event.

**Plenary Monday OR Tuesday:** Sponsorship of a Plenary session held during the Education Program, sponsorship covers speaker expenses as well as related presentation costs. Sponsor will receive recognition through general signage at the entrance to the presentation room.

**Post Conference Workshop:** Sponsorship of the post-conference workshop on Wednesday September 26, 2012. Sponsor will receive recognition through general signage at the entrance to the presentation room.

## Sponsorship Entitlements

- Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.
- Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.
- Highest profile location for booth in Exhibit Area.
- Signage at the program or event.
- One complimentary trade show registration.
## SPONSORSHIP CATEGORIES

### TOWARDS WORLD CLASS HEALTHCARE

#### GOLD SPONSORSHIP ($2,500)

<table>
<thead>
<tr>
<th>Sponsorship OPPORTUNITIES</th>
<th>Sponsorship ENTITLEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Final Program:</strong> Sponsorship of the final program which is heavily used during the trade show and serves as a reference afterwards. Sponsor receives a full-page advertisement on the back cover.</td>
<td></td>
</tr>
</tbody>
</table>
| *Listed in all printed and web materials on the Acknowledgement page with the sponsored item.*  
*Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.*  
*Signage at the program or event.* |
| **Breakfast, Monday or Tuesday:** Sponsorship of one of the Conference Breakfasts for all delegates. Sponsor will receive recognition through signage at the event. |
| **Transportation:** Sponsorship of bus transportation for CHES 2012 Conference Events (the CHES Gala Banquet or the CHES Golf Tournament). Sponsor will be recognized through signage at the event and in the final program. |
| **Facility Tour:** Sponsorship of the tour of Pavilion K, Montréal Jewish Hospital on Sunday September 25, 2012. Sponsor will be recognized through signage at the tour and in the final program. |

#### SILVER SPONSORSHIP ($1,500)

<table>
<thead>
<tr>
<th>Sponsorship OPPORTUNITIES</th>
<th>Sponsorship ENTITLEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Refreshment Breaks, Monday AM, Monday PM, Tuesday AM or Tuesday PM:</strong> Sponsorship of a morning or afternoon refreshment break during the Conference. Sponsor will receive recognition through general signage at the break.</td>
<td></td>
</tr>
</tbody>
</table>
| *Listed in all printed and web materials on the Acknowledgement page with the sponsored item.*  
*Listed on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.*  
*Signage at the program or event.* |
**SPONSORSHIP CATEGORIES**

**TOWARDS WORLD CLASS HEALTHCARE**

**BRONZE SPONSORSHIP ($750)**

<table>
<thead>
<tr>
<th>Sponsorship OPPORTUNITIES</th>
<th>Sponsorship ENTITLEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concurrent Sessions: The concurrent sessions focus on a specific topic. Sponsorship of any one of the Concurrent Sessions will help cover presentation costs. Sponsor will receive recognition through general signage at the entrance of the presentation room.</td>
<td>• Listed in all printed and web materials on the Acknowledgement page and with the sponsored item. • Signage at the program or event.</td>
</tr>
</tbody>
</table>

**REGISTRATION GIVEAWAYS**

<table>
<thead>
<tr>
<th>INSERT IN DELEGATE BAGS</th>
<th>ADVERTISEMENT IN FINAL PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors complimentary; Non-sponsors $500</td>
<td></td>
</tr>
<tr>
<td>Sponsor may include an insert in the delegate bag. This insert must not exceed 8 1/2” x 11” and must be collated, folded or stapled as required for insertion (i.e.: only one piece to handle)</td>
<td>Full page inside $1,000</td>
</tr>
<tr>
<td>½ page advertisement $500</td>
<td></td>
</tr>
</tbody>
</table>

**GENERAL SUPPORT:**

- Writing Pads
- Pens
- Lanyards

Please contact: CHES 2012 Show Office
Tel: 613-531-2661 ● Fax: 866-303-0626 ● Email: ches@eventsmgt.com

**Sponsorship Coordinator: Luc Deptuck**

General support and partial sponsorship are always welcome