

CAR 2020

SPONSORSHIP PROSPECTUS



April 16–18, 2020
NEW LOCATION
Le Westin, Montréal, QC



Canadian Association of Radiologists
L'Association canadienne des radiologistes

#CAR2020
www.car.ca

 CARadiologists
events@car.ca

THE CANADIAN ASSOCIATION OF RADIOLOGISTS INVITES YOU TO BE PART OF OUR 2020 ANNUAL SCIENTIFIC MEETING – THE PREMIER EVENT FOR RADIOLOGISTS AND MEDICAL IMAGING PROFESSIONALS IN CANADA!



MESSAGE FROM THE CEO



Dear Sponsor,

The Canadian Association of Radiologists (CAR) is excited to host CAR 2020, our 83rd Annual Scientific Meeting at our brand-new location, at Le Westin located in the beautiful city of Montreal. CAR 2020 will welcome over 500 radiologists from across the country and is the premier event for medical imaging in Canada.

CAR 2020 will showcase world-class speakers and focus on topics specific to innovation in medical imaging. We invite you to be part of this dynamic event, to celebrate over 80 years of technological development, clinical achievement and radiology education with a passionate group of clinicians, researchers and radiology leaders from across the globe.

As an official sponsor of CAR 2020, your organization will have the opportunity to showcase your product/solution and to network with radiologists, medical radiation technologists, physicists and sonographers.

The 2019 CAR Annual Scientific Meeting was a huge success and welcomed over 500 delegates and 28 industry sponsors. The vast majority of attendees were CAR member radiologists from across Canada, however, participants also included individuals representing other medical imaging stakeholders.

New this year, the CAR has a dedicated networking floor where all refreshments, meals and exhibitors will be located. We will also have a CAR stage area, where for an additional cost, sponsors can have a platform to showcase their brand.

Within this prospectus are different options for sponsorship. We have also included a list of various items, which you can add on to your sponsorship level for an additional cost. We encourage you to identify your desired sponsorship quickly. We expect another sold out event and certainly look forward to having your support as a key partner in this inspirational meeting.

Sincerely,

Nick Neuheimer, Chief Executive Officer

NETWORK WITH PROFESSIONALS WHO INFLUENCE INNOVATION IN MEDICAL IMAGING

- CEOs and executives
- Chiefs of radiology departments
- Business Analysts
- National, provincial and international radiology association leaders
- Radiologists
- Radiologists-in-Training



2019 CAR ATTENDANCE BY CATEGORY:



500 plus delegates



28 Industry Sponsors



75 Speakers and Moderators



67 Lectures and Educational Sessions



28 Research Presentations



145 Poster Presentations



Over 200 Abstracts Submitted – record number!



18.25 Section 1 MOC Credit Hours



9.5 Section 3 Simulation MOC Credit Hours

Welcome/Bienvenue



SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL \$30,000

- Double booth space (20ft x 8ft)
- Two (2) sponsored e-blasts sent to conference participants*
- Four (4) social media shout outs
- Verbal acknowledgement during the opening session
- Banner display at the registration desk
- Full conference registration for two (2) people
- Six (6) passes to Thursday Opening Cocktail
- Logo displayed on the conference app
- Logo displayed on the CAR conference website
- Logo displayed on various screens during the conference

Please note that corporate partners receive a 25% discount on any of the above sponsorship packages. Please indicate if you are a corporate partner on your sponsorship form. To find out more about corporate partnership opportunities please contact Natalie St-Pierre at: nst-pierre@car.ca.

GOLD LEVEL \$20,000

- Single booth space (10ft x 8ft)
- Two (2) social media shout outs
- Full conference registration for two (2) people
- Four (4) passes to Thursday Opening Cocktail
- Logo displayed on the conference app
- Logo displayed on the CAR conference website
- Logo displayed on various screens during the conference

SILVER LEVEL \$10,000

- Full conference registration for two (2) people
- Two (2) passes to Thursday Opening Cocktail
- Logo displayed on the conference app
- Logo displayed on the CAR conference website
- Logo displayed on various screens during the conference

BRONZE LEVEL \$5,000

- Full conference registration for one (1) person
- Logo displayed on the conference app
- Logo displayed on the CAR conference website
- Logo displayed on various screens during the conference



EXHIBITING

SINGLE SPACE (10ft wide x 8ft deep)
\$5,000

- logo displayed on the conference app
- logo displayed on the CAR conference website
- logo displayed on various screens during the conference
- full conference registration for one (1) person

DOUBLE SPACE (20ft wide x 8ft deep)
\$10,000

- logo prominently displayed at the reception
- recognized as the official sponsor of the opening reception
- option to do a brief 5-min welcome remark at the reception
- logo on the conference app
- full conference registration for two (2) people

All exhibitors will be provided a 10ft wide x 8 ft deep space with an 8ft skirted table and two chairs. Each organization is permitted to have four representatives per booth.

ADDITIONAL OPTIONS FOR SPONSORSHIP

MORNING YOGA SPONSORSHIP \$6,000	<ul style="list-style-type: none"> • recognized as the official sponsor of Morning Yoga session • promotion on program and through conference app including logo
THURSDAY OPENING COCKTAIL SPONSOR \$13,000	<ul style="list-style-type: none"> • logo prominently displayed at the reception • recognized as the official sponsor of the opening reception • option to do a brief 5-min welcome remark at the reception • logo on the conference app • unlimited passes for representatives to attend
FRIDAY COCKTAIL WITH VENDORS \$10,000	<ul style="list-style-type: none"> • logo prominently displayed at the reception • recognized as the official sponsor of the vendor cocktail • logo on the conference app
SATURDAY COCKTAIL & AWARDS \$15,000	<ul style="list-style-type: none"> • logo prominently displayed at the reception & awards ceremony • recognized as the official sponsor of the cocktail and awards • option to do a brief 5-min welcome remark at the reception • logo on the conference app
BREAKFAST SPONSOR (3 available) \$10,000	<ul style="list-style-type: none"> • logo prominently displayed at the breakfast • recognized as the official sponsor of the breakfast • logo on the conference app
LUNCH SPONSOR (2 available) \$15,000	<ul style="list-style-type: none"> • logo prominently displayed at the lunch • recognized as the official sponsor of the lunch • logo on the conference app
WELLNESS BREAK (5 available) \$5,000	<ul style="list-style-type: none"> • logo prominently displayed at the wellness break • recognized as the official sponsor of the wellness break • logo on the conference app
HOTEL ROOM KEY CARD (1 available) \$7,000	<ul style="list-style-type: none"> • logo on the hotel room key card • recognized as the official sponsor of the hotel room cards • logo on the conference app
BANNER ON car-asm.ca website (3 available) \$5,000	<ul style="list-style-type: none"> • banner posted on home page of the car-asm website • will run for 3 months in advance leading up the event • logo featured on sponsors page of website and app
PAGE PROGRAM GUIDE (2 available) \$9,000 <i>*this is a printed 4-page high level overview of the conference program with floor plans of the venue for the conference</i>	<ul style="list-style-type: none"> • logo on the 4-page program guide • recognized as the official sponsor of the program guide • logo on the conference app • quarter page ad in the program guide
5 for 5 (10 available) *New this year \$5,000 <i>An opportunity to connect with CAR delegates and promote your initiatives on a life stage</i>	<ul style="list-style-type: none"> • sponsors will receive 5 dedicated minutes to present your products, technologies or projects on the CAR stage located in the exhibit hall • promotion of presentation time through app and included on conference program

ELITE A LA CARTE OPPORTUNITIES

Add luster to your brand by considering one or these additional a la carte options to your CAR sponsorship package.

GOBO IN HOTEL ENTRANCE - your logo displayed on a special light that reflects on the wall in the hotel entrance

BRANDED COLUMNS IN HOTEL ENTRANCE

REVOLVING DOORS IN LOBBY (Dimensions 5'1" wide by 1' high - 4 doors)

FLOOR DECALS (size varies)

ELEVATOR MIRRORS (half mirror dimensions 28" wide X 44"¾ high)

ELEVATOR DOORS (outside doors, visible to all participants and guests who pass by)

HOST AN ACCREDITED SYMPOSIUM

The accredited symposia are an important element of CAR2020 and ensures the highest level of corporate visibility, recognition, networking and promotional advantage. These co-developed sessions are an opportunity to present to a rapt audience of radiologists and radiologists-in-training and increase their knowledge and competencies. Since these symposia are accredited for Royal College of Physicians and Surgeons of Canada (RCPSC) Maintenance of Certification (MOC) credits, they promote best practices in radiology and position your organization as a strategic supporter of the CAR. All content presented is reviewed to ensure that it is valid, objective, balanced and clinically relevant (as applicable).



TOP REASONS TO HOST AN ACCREDITED SYMPOSIUM

1.

Educate a national audience of medical imaging professionals

2.

Transfer knowledge from research to practice

3.

Highlight thought leaders

4.

Reach clinical decision-makers

5.

Engage interaction and feedback among peers

TIME SLOTS & PRICING

All Accredited Symposia Time Slots are \$15,000 (includes applicable taxes).*

THURSDAY, APRIL 16, 2020 – 15:00 – 16:30 **SOLD OUT!**

SATURDAY, APRIL 18, 2020 – 13:20 – 14:50

**None of the accredited symposia timeslots are guaranteed to be unopposed.*

To learn more about hosting a symposium at CAR 2020 please speak with nst-pierre@car.ca.

We thank you for your consideration and look forward to seeing you at our event. Attached is the ASM sponsorship form. Please complete this with the necessary information and send it to brandy@f2fe.com.

Should you have any additional questions please do not hesitate to contact Face 2 Face at: brandy@f2fe.com or nst-pierre@car.ca.

SPONSORSHIP FORM

CONTACT INFORMATION

Face 2 Face Events Management will contact you to go over sponsorship benefits, book title sponsorships (if any) and arrange registration of conference delegate(s) from your organization.

Sponsoring Organization _____

Contact Person _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Phone Number _____

Email Address _____

SPONSORSHIP LEVEL

Platinum level – \$30,000

Gold level – \$20,000

Silver level – \$10,000

Bronze level – \$5,000

EXHIBITING

Single Space – \$5,000

Double Space – \$10,000

ADDITIONAL OPTIONS FOR SPONSORSHIP

Morning Yoga Sponsorship – \$6,000

Wellness Break – \$5,000

Thursday Opening Cocktail Sponsor – \$13,000

Banner on car-asm.ca website – \$5,000

Friday Cocktail with Vendors – \$10,000

Hotel Room Key Card – \$7,000 (available only for platinum and gold sponsors)

Saturday Cocktail & Awards – \$15,000

Floor Signage in Welcome Area – \$8,000 (available only for platinum and gold sponsors)

Breakfast Sponsor – \$10,000

Page Program Guide – \$9,000 (available only for platinum and gold sponsors)

Lunch Sponsor – \$15,000

ELITE A LA CARTE OPPORTUNITIES

Gobo in Hotel Entrance

Branded Columns in Hotel Entrance

Revolving Doors in Lobby

Floor Decals

Elevator Mirrors

Elevator Doors

HOST AN ACCREDITED SYMPOSIUM

Thursday, April 16, 2020 **SOLD OUT!**

Saturday, April 18, 2020

PAYMENT INFORMATION

Within 30 business days you will receive an invoice from the Canadian Association of Radiologists.

For payment by credit card please contact 613-860-3111.

Signature _____

Date _____

Please complete this form and submit electronically to: brandy@f2fe.com, Face 2 Face Events Management. For questions or additional information, please contact: Face 2 Face Events Management at brandy@f2fe.com or nst-pierre@car.ca Local Tel: (613) 288-9239, ext. 102 • Toll Free: (866) 306-5714