

# CAR 2021

## SPONSORSHIP PROSPECTUS

April 27–May 2, 2021  
**VIRTUAL EVENT**



Canadian Association of Radiologists  
L'Association canadienne des radiologistes

#CAR2021  
[www.car.ca](http://www.car.ca)

@CARadiologists  
[events@car.ca](mailto:events@car.ca)

# THE CANADIAN ASSOCIATION OF RADIOLOGISTS INVITES YOU TO BE PART OF OUR 2021 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 2021, our 84th Annual Scientific Meeting. This year we will be offering our program exclusively online on an interactive platform. CAR 2021 will welcome over 600 radiologists from across the country and is the premier event for medical imaging in Canada.

CAR 2021 will showcase world-class speakers and focus on topics specific to disseminating techniques for whole body imaging and 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 2021, your organization will have the opportunity to showcase your product/solution and to network with radiologists and radiologists-in-training virtually. We have several networking events during our live meeting and are offering an interactive exhibit hall within our virtual platform. This will allow delegates to visit your booths and find out more about your products and solutions. Virtual lobbies, chat rooms and social media are just some of the ways that you can engage with our delegates.

The 2019 CAR Annual Scientific Meeting was a huge success and welcomed over 500 delegates and 45 sponsors/exhibitors. The vast majority of attendees were CAR member radiologists from across Canada, however, participants also included individuals representing radiology business managers and other medical imaging stakeholders.

Sincerely,

Nick Neuheimer, Chief Executive Officer

## NETWORK WITH PROFESSIONALS WHO INFLUENCE INNOVATION IN MEDICAL IMAGING

- CEOs and executives
- Chiefs of radiology departments
- National, provincial and international radiology association leaders
- Radiologists
- Radiologists-in-training
- Radiology business administrators



## 2019 HIGHLIGHTS:



Over 500 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 \$20,000

- Full conference registration for six (6) people
- Logo recognition on all email communications about the conference
- Logo recognition on CAR ASM conference website – [car-asm.ca](http://car-asm.ca)
- Virtual exhibit: logo recognition on the virtual platform in the “sponsor/exhibitor” section and ability to provide company information in the sponsor/exhibitor section (only) including weblinks, video, etc.
- Ability to engage with participants during the conference in the sponsor/exhibitor section
- Logo recognition on the electronic program
- Links to your website included wherever your logo is shown online
- Logo recognition on the post-event plenary session videos
- Verbal acknowledgment of support during conference opening and before plenary sessions
- Social media shout outs x3
- Large ad (shared on the CAR ASM website, social media, and online during the conference)
- 90-second video ad shared on the CAR ASM website and prior to one of the plenary sessions
- Introduction of a plenary speaker during the virtual conference
- Conference partner web presence (a special page on [car-asm.ca](http://car-asm.ca) website dedicated to your company)
- Virtual swag to be distributed to all participants with a branded email (content about your company)

\*\*\*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](mailto:nst-pierre@car.ca).\*\*\*

## GOLD LEVEL \$10,000

- Full conference registration for four (4) people
- Logo recognition on all email communications about the conference
- Logo recognition on CAR ASM conference website – [car-asm.ca](http://car-asm.ca)
- Virtual exhibit: logo recognition on the virtual platform in the “sponsor/exhibitor” section and ability to provide company information in the sponsor/exhibitor section (only) including weblinks, video, etc.
- Ability to engage with participants during the conference in the sponsor/exhibitor section
- Logo recognition on the electronic program
- Links to your website included wherever your logo is shown online
- Logo recognition on the post-event plenary session videos
- Verbal acknowledgment of support during conference opening and before plenary sessions
- Social media shout outs x2
- Virtual swag to be distributed to all participants with a branded email (content about your company)

## SILVER LEVEL \$5,000

- Full conference registration for two (2) people
- Logo recognition on CAR ASM conference website – [car-asm.ca](http://car-asm.ca)
- Virtual exhibit: logo recognition on the virtual platform in the “sponsor/exhibitor” section and ability to provide company information in the sponsor/exhibitor section (only) including weblinks, video, etc.
- Logo recognition on the electronic program
- Logo recognition on the post-event plenary session videos
- Ability to engage with participants during the conference in the sponsor/exhibitor section

## BRONZE LEVEL \$3,000

- Full conference registration for one (1) person
- Logo displayed on the CAR conference website – [car-asm.ca](http://car-asm.ca)
- Logo displayed on various screens during the conference

SPONSORSHIP LEVELS	Platinum	Gold	Silver	Bronze
Logo recognition on website – <b>car-asm.ca</b>	X	X	X	X
Logo recognition on program	X	X	X	X
Logo recognition on post-event plenary sessions	X	X	X	X
Full Conference Registration – <i>number of registrations is dependent on the level of sponsorship, see level descriptions for more information</i>	X	X	X	X
Virtual Exhibit	X	X	X	
Ability to engage with participants during the conference in the sponsor/exhibitor section	X	X	X	
Logo recognition on email about CAR 2021	X	X		
Links to your website from logos	X	X		
Logo recognition at post-event plenary session videos	X	X	X	
Branded virtual swag to be shared with all delegates	X	X		
Verbal acknowledgment of support during conference opening and before plenary sessions	X	X		
Social media shout out X3	X			
Social media shout out X2		X		
Large ad featured on car-asm.ca, social media and online during the event	X			
Opportunity to feature a 90-second video on car-asm.ca and prior to a plenary session	X			
Partner web presence, a specialized page dedicated to your company	X			
Introduction of a plenary speaker during the conference	X			



## ADDITIONAL OPTIONS FOR SPONSORSHIP

### THURSDAY OPENING SPONSOR

\$15,000

- Logo prominently displayed at the reception
- Recognized as the official sponsor of the opening reception
- Option to do a brief 5-min pre-recorded welcome remark at the reception
- Unlimited passes for representatives to attend
- Opportunity to play a 90 sec video at the end of the reception
- Opportunity to provide registered participants with a wine tasting kit or cocktail mix with a presentation from a sommelier or mixologist—  
*the expense would be the responsibility of sponsor*

### RADIOLOGISTS-IN-TRAINING RECEPTION AND SPEED MENTORING SESSION

\$15,000

- Logo prominently displayed at the reception
- Recognized as the official sponsor of the radiologists-in-training reception
- Option to do a brief 5-min pre-recorded welcome remark at the reception
- Unlimited passes for representatives to attend
- Opportunity to play a 90 sec video at the end of the reception
- Opportunity to provide a virtual incentive (swag) for participants—  
*the expense would be the responsibility of sponsor*

### SATURDAY AWARDS

\$20,000

- 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 pre-recorded welcome remark at the reception
- Opportunity to offer a 90 video prior to the commencement of the ceremony
- Opportunity to provide a virtual delegate package (swag) for the event—  
*the expense would be the responsibility of sponsor*

### WELLNESS BREAK

\$7,000

- Logo prominently displayed at the during wellness break
- Recognized as the official sponsor of the wellness break
- Opportunity to say a few words to the group and targeted traffic
- Host a fitness inspired session of your choosing such as yoga, stretching

### COFFEE TALK

\$5,000

- Logo prominently displayed at the coffee break
- Recognized as the official sponsor of the coffee break
- Opportunity to say a few words to the group and targeted traffic to your corporate website.
- Provide a speaker for a short Q & A session

We thank you for your consideration and look forward to connecting with you at our event. Attached is the sponsorship form. Please complete this with the necessary information and send it to [nst-pierre@car.ca](mailto:nst-pierre@car.ca).

Should you have any additional questions please do not hesitate to contact Natalie St-Pierre at: [nst-pierre@car.ca](mailto: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 – \$20,000

Gold level – \$10,000

Silver level – \$5,000

Bronze level – \$3,000

## ADDITIONAL OPTIONS FOR SPONSORSHIP

Opening Sponsor – \$15,000

Radiologists-in-Training Reception – \$15,000

Awards – \$20,000

Wellness Break – \$7,000

Coffee Talk – \$5,000

## 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: [nst-pierre@car.ca](mailto:nst-pierre@car.ca)

For questions or additional information, please contact: [nst-pierre@car.ca](mailto:nst-pierre@car.ca) Tel: 613-854-0675