

# CAR 2022

## The Radiologist-Clinician Putting the Patient at the Center of Care

Hybrid Meeting | April 7-10, 2022 | Montreal, Quebec

### SPONSORSHIP PROSPECTUS



Canadian Association of Radiologists  
L'Association canadienne des radiologistes

# THE CANADIAN ASSOCIATION OF RADIOLOGISTS INVITES YOU TO BE PART OF OUR 2022 ANNUAL SCIENTIFIC MEETING – THE PREMIER EVENT FOR RADIOLOGISTS IN CANADA!



## MESSAGE FROM THE CEO



Dear Sponsor,

The Canadian Association of Radiologists (CAR) is excited to host CAR 2022, our 85th Annual Scientific Meeting. This year we will be returning to an in-person event. We will also be offering a portion of our programming online utilizing an interactive platform to accommodate a larger breath of radiologists internationally. CAR 2022 will welcome over 600 + radiologists from across the country and is the premier event for medical imaging in Canada.

CAR 2022 will showcase world-class speakers and focus on topics specific to the radiologist clinician: putting the patient at the centre of care. 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 2022, your organization will have the opportunity to showcase your product/ solution and to network with radiologists and radiologists-in-training. We have several networking events throughout the meeting and will have an interactive app for participants to connect with one another.

The 2022 CAR Annual Scientific Meeting was a huge success and welcomed over 600 delegates and 22 sponsors/exhibitors. The vast majority of attendees were CAR member radiologists from across Canada. Participants also included individuals representing radiology business managers and other medical imaging stakeholders.

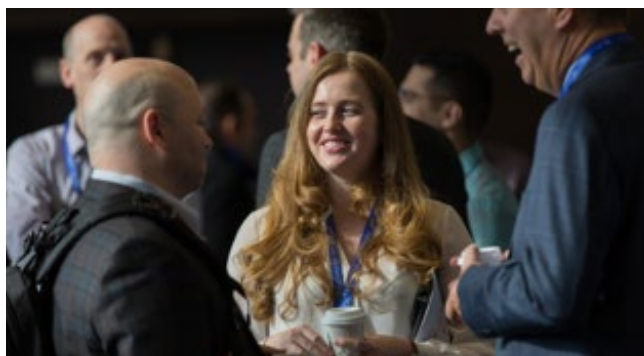
Within this prospectus are different options for sponsorship. We have also included a few select opportunities, which you can add on to your sponsorship level for an additional cost. We encourage you to identify your desired sponsorship quickly. We expect another sold out event and certainly look forward 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



## 2021 FACTS AND FIGURES:



Almost 700 Participants



21 Industry Sponsors



73 Speakers and Moderators



27 Lectures and Educational Sessions



34 Research Presentations



103 Electronic Posters



148 Abstracts Submitted



CAR 2021: 20.25 Section 1 MOC Credit Hours



Trainee Day: 4.5 Section 1 MOC Credit Hours



Accredited Symposia: 2 Section 1 MOC Credit Hours/Symposium



301,660 (and growing) Social Media Impressions February 4-May 2

# SPONSORSHIP OPPORTUNITIES

## PLATINUM LEVEL \$30,000

- Double booth space (20ft x 8ft)
- Logo recognition on all email communications about the meeting
- Logo recognition on CAR ASM website – [car-asm.ca](http://car-asm.ca)
- Ability to engage with participants during the meeting in the sponsor/exhibitor section
- Logo recognition on the electronic program
- Links to your website included wherever your logo is shown online
- Verbal acknowledgement at Welcome, Vendor and Awards receptions and meeting opening
- Social media shout outs x3
- 90 second video ad shared on the CAR ASM website and prior to one of the plenary sessions
- Meeting partner web presence (a page on [car-asm.ca](http://car-asm.ca) website dedicated to your company)
- Full meeting registration for six (6) people
- Six (6) passes to Thursday Opening Cocktail
- Logo displayed on the meeting app
- Logo displayed on various screens during the meeting

\*\*\*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 \$20,000

- Single booth space (10ft x 8ft)
- Logo recognition on all email communications about the meeting
- Logo recognition on CAR ASM website – [car-asm.ca](http://car-asm.ca)
- Ability to engage with participants during the meeting in the sponsor/exhibitor section
- Logo recognition in the meeting app
- Links to your website included wherever your logo is shown online
- Verbal acknowledgement at the beginning of the opening and closing plenary sessions
- Social media shout outs x 2
- Full meeting registration for four (4) people
- Four (4) passes to Thursday Opening Cocktail
- Logo displayed on various screens during the meeting

## SILVER LEVEL \$10,000

- Single booth space (10ft x 8ft)
- Logo recognition on CAR ASM website – [car-asm.ca](http://car-asm.ca)
- Logo recognition on the meeting app
- Ability to engage with participants during the meeting in the sponsor/exhibitor section
- Full meeting registration for two (2) people
- Two (2) passes to Thursday Opening Cocktail

## BRONZE LEVEL \$3,000

- Logo recognition on CAR ASM website – [car-asm.ca](http://car-asm.ca)
- Full meeting registration for one (1) person
- Logo displayed on the meeting app

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).

**Please note\* some benefits may have to be adjusted depending on the status of COVID-19, and that any changes that need to occur will be discussed with the sponsor and a suitable replacement benefit or credit will be offered.**

Sponsorship Levels	Platinum	Gold	Silver	Bronze
Double booth space (20ft x 8ft)	*			
Single booth space (10ft x 8ft)		*	*	
Logo recognition on all email communications about the meeting	*	*		
Logo recognition on CAR ASM website – <a href="http://car-asm.ca">car-asm.ca</a>	*	*	*	*
Ability to engage with participants during the meeting in the sponsor/exhibitor section	*	*	*	
Logo recognition on the meeting app	*	*	*	*
Links to your website included wherever your logo is shown online	*	*		
Verbal acknowledgement at Welcome, Vendor and Awards receptions and meeting opening	*	*		
Social media shout outs x3	*			
Social media shout outs x2		*		
90 second video ad shared on the CAR ASM website and prior to one of the plenary sessions	*			
Meeting partner web presence (a special page on <a href="http://car-asm.ca">car-asm.ca</a> website dedicated to your company)	*			
Full meeting registration for six (6) people	*			
Full meeting registration for four (4) people		*		
Full meeting registration for two (2) people			*	
Full meeting registration for one (1) person				*
Six (6) passes to Opening Cocktail	*			
Four (4) passes to Opening Cocktail		*		
Two (2) passes to Opening Cocktail			*	
Logo displayed on various screens during the meeting	*	*		

# ADDITIONAL OPTIONS FOR SPONSORSHIP

## THURSDAY OPENING COCKTAIL 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 welcome remarks at the reception
- Opportunity to play a 90 sec video during the reception
- Unlimited passes for representatives to attend
- Opportunity to provide participants with branded swag at event

## RADIOLOGISTS-IN-TRAINING RECEPTION \$15,000

- Logo prominently displayed during the reception
- Recognized as the official sponsor of the radiologists-in-training reception
- Option to do a brief 5-min welcome remarks at the reception
- Unlimited passes for representatives to attend
- Opportunity to play a 90 sec video during the reception
- Opportunity to provide participants with branded electronic swag prior or post event

## SATURDAY COCKTAIL & 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 welcome remarks at the reception
- Opportunity to offer a 90 video prior to the commencement of the ceremony
- Opportunity to provide a delegate branded package (swag) for the event

## BREAKFAST SPONSOR (3 available) \$10,000

- Logo prominently displayed at the breakfast
- Recognized as the official sponsor of the breakfast
- Logo on the meeting app

## LUNCH SPONSOR (2 available) \$10,000

- Logo prominently displayed at lunch
- Recognized as the official sponsor of the lunch
- Logo on the meeting app

## HOTEL ROOM KEY CARD (1 available) \$7,000

- Logo on the hotel room key card
- Recognized as the official sponsor of the hotel room cards
- Please note that the CAR logo will also be displayed on the key card in conjunction with the sponsor

# 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. Please note that this is an estimated cost and that prices can vary. The sponsor is responsible for providing all creative design files.

### GOBO IN HOTEL ENTRANCE

Your logo displayed on a special light that reflects on the wall in the hotel entrance – graphic file to be provided by sponsor

CORPORATE PARTNER PRICE:

\$3,000

STANDARD SPONSOR PRICE:

\$4,500

### BRANDED COLUMNS IN HOTEL ENTRANCE

graphic file to be provided by sponsor

CORPORATE PARTNER PRICE:

\$15,000.00

STANDARD SPONSOR PRICE:

\$20,000.00

### FLOOR DECALS

(size varies) – graphic file to be provided by sponsor

CORPORATE PARTNER PRICE:

\$750.00 (1st) /  
400.00 (add'l)

STANDARD SPONSOR PRICE:

\$1400.00 (1st) /  
600.00 (add'l)

### ELEVATOR MIRRORS

(half mirror dimensions 28" wide X 44"¾ high) – graphic file to be provided by sponsor

CORPORATE PARTNER PRICE:

\$2,500.00

STANDARD SPONSOR PRICE:

\$4,500.00

Pricing varies based on size and quantity. Contact Natalie St-Pierre at: [nst-pierre@car.ca](mailto:nst-pierre@car.ca) for more information.

# 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 – \$3,000

## ADDITIONAL OPTIONS FOR SPONSORSHIP

Thursday Opening Cocktail Sponsor – \$15,000

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

Saturday Cocktail & Awards – \$20,000

Breakfast Sponsor – \$10,000

Lunch Sponsor – \$10,000

Hotel Room Key Card – \$7,000

## ELITE A LA CARTE OPPORTUNITIES

Gobo in Hotel Entrance

Branded Columns in Hotel Entrance

Floor Decals

Elevator Mirrors

## PAYMENT INFORMATION

Within 30 business days you will receive an invoice from the Canadian Association of Radiologists. For payment by credit card please contact [info@car.ca](mailto:info@car.ca) and a staff member will follow-up by phone to obtain your information.

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**