



The Conference Board  
of Canada

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SPONSORSHIP AND ADVERTISING OPPORTUNITIES

# Healthy Canada Conference 2017.



APRIL 26–27, 2017 • TORONTO

# Healthy Canada Conference: Access to Affordable Medicines

If you want to reach decision-makers in pharmaceutical manufacturing and distribution, government drug policy-makers and plan managers, hospitals and health care providers, and innovators in the personalized medicine and health industry, there is no better way than to sponsor this conference.

## Access to Affordable Medicines Impacts Societal Health and Wellness

For many Canadians, medicines offer not only longer life, but often improved quality of life and functionality, allowing them to become and remain productive members of society and the workforce. However, the best way to value the full impact of medicines is still unclear.

In Canada, health care spending continues to consume a significant proportion of provincial and territorial budgets, ranging from 18 per cent in Yukon to 46 per cent in Nova Scotia. Canadians, particularly the precariously employed and seniors, worry about being able to afford health care that is publicly uninsured or under-insured. Inconsistent insurance coverage for prescription drugs and high out-of-pocket spending may influence some people to forego essential medications.

## Conference Information

### DATE

April 26–27, 2017

### CONFERENCE VENUE

#### **Old Mill Toronto**

21 Old Mill Road  
Toronto ON M8X 1G5  
1-866-653-6455

### PARTICIPANTS EXPECTED

300+

### ATTENDEES

Pharmaceutical manufacturers and distributors, pharmacies, hospitals, insurers, drug plan managers, drug policy-makers, consumer health products industry, patient advocacy groups, health care providers, researchers, personalized medicine industry, health innovations industry

### CONFERENCE ORGANIZER

#### **Tracie Jones**

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# Why Sponsor?

The Conference Board is renowned for its ability to bring together top executives and thought leaders to debate contemporary issues, collaborate on solutions, and define best practices.

Your sponsorship investment represents incredible value because it capitalizes on the Conference Board's independence, organizational strengths, and respected brand, while enabling you to focus on your communications and marketing objectives for the event.

## Summit Agenda

### Potential Themes

- the value of medicines and their health and economic impacts;
- access to innovative medicines in Canada;
- the affordability challenges Canada faces today and in the future;
- how Canada compares against peer countries on access to medicines;
- federal and provincial regulatory frameworks in drug scheduling, pricing, and patent protection;
- public and private reimbursement policy;
- the value of consumer health products and self-care;
- the impact of international trade policies on access to medicines (e.g., Trans-Pacific Partnership, CETA, Brexit);
- innovative medicines and the return on investment;
- the value of precision medicine.

## Past Conferences

### Quotes From Delegates

“ This was one of the best conferences I have attended in a very long time. The topics were very interesting and the conversation was excellent.”

“ This conference has great potential in the years to come to explore and inspire policy in the health care sector.”

“ Liked the dialogue, presentations, and activities that were supportive of change.”

# Sponsorship Opportunity Packages

All sponsorship packages include logo recognition and links back to your website in all event marketing, including web, e-mail, social media, and direct and on-site marketing. All sponsoring organizations will be profiled by logo at the event, in addition to the benefits listed below.

|   | Strategic Partner | Title Sponsors     | Participating Sponsors | Supporting Sponsors | Session Sponsors | Function Sponsors        |
|---|-------------------|--------------------|------------------------|---------------------|------------------|--------------------------|
| <b>Package Price</b>  | <b>\$35,000</b>   | <b>\$25,000</b>    | <b>\$18,500</b>        | <b>\$10,000</b>     | <b>\$7,500</b>   | <b>\$10,000–\$15,000</b> |
| Host pre-conference workshop, including a workshop summary report | •                 | Additional \$3,000 | Additional \$5,000     |                     |                  |                          |
| Keynote presentation  | •                 | •                  |                        |                     |                  |                          |
| Speaking role in a plenary panel                                  |                   |                    | •                      | •                   |                  |                          |
| Organize a concurrent session                                     | •                 | •                  | •                      |                     | •                |                          |
| Moderate a concurrent session                                     |                   |                    |                        | •                   |                  |                          |
| Present content in a CBoC webinar                                 | •                 | •                  |                        |                     |                  |                          |
| Full conference registrations                                     | 8                 | 6                  | 4                      | 2                   | 2                | 1                        |
| Opportunity to distribute promotional materials to delegates      | •                 | •                  |                        |                     |                  |                          |
| Exhibit space   | •                 | •                  | •                      | •                   | •                | •                        |
| Host networking reception, luncheon, breaks, or breakfast         |                   |                    |                        |                     |                  | •                        |
| Special registration rate for your clients or prospects           | •                 | •                  | •                      | •                   | •                | •                        |
| Responsive CBoC staff on hand to assist you                       | •                 | •                  | •                      | •                   | •                | •                        |

# Sponsorship Opportunity Packages

|   | Wi-Fi Sponsors | Badge Lanyard Sponsors | Exhibiting Sponsors | Corporate Handouts |
|---|----------------|------------------------|---------------------|--------------------|
| <b>Package Price</b>                                    | <b>\$5,000</b> | <b>\$5,000</b>         | <b>\$3,500</b>      | <b>\$750</b>       |
| Full conference registrations                           | 1              | 1                      | 1                   |                    |
| Exhibit space   | •              | •                      | •                   |                    |
| Customize Wi-Fi password                                | •              |                        |                     |                    |
| Corporate brand on lanyards                             |                | •                      |                     |                    |
| Your marketing collateral given to all participants     |                |                        |                     | •                  |
| Special registration rate for your clients or prospects | •              | •                      | •                   | •                  |
| Responsive CBoC staff on hand to assist you             | •              | •                      | •                   | •                  |

## Your investment also includes:

- a six-month multimedia marketing campaign designed to drive traffic to your website and reach your audiences;
- access to the best and brightest thinkers in your industry;
- customers and prospects brought to you;
- participation in a respected forum for ideas and issues that affect your business and customers;
- amplification of your message in a setting of heightened receptiveness;
- many opportunities for one-on-one contact with thought leaders and decision-makers.



Insights. Understanding. Impact.



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