



The Conference Board  
of Canada

Le Conference Board  
du Canada

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

# Healthy Canada Conference 2018.



MARCH 27–28, 2018 • TORONTO

# Healthy Canada Conference: Personalized Health and Wellness

If you want to reach decision-makers and key players in pharmaceutical manufacturing and distribution, public and private plan managers, hospitals and health care providers, workplace health and wellness industry, and health innovators, there is no better way than to sponsor this conference.

## What Is Personalized Health, Wellness, and Health Care?

The concept of precision or personalized medicine has been used widely. The concept refers to medical interventions that separate patients into different groups, whereby medical decisions, practices, policies, and programs and/or products are tailored to the individual patient based on their predicted response or disease risk.

Expanding upon this concept more broadly, a precision health approach to interventions across all pillars of health—including health promotion and public health, health care system design and interventions, and workplace health and wellness programming and policies—presents unique opportunities to enhance health and well-being for all Canadians while delivering value-for-money.

## Conference Information

### DATE

March 27–28, 2018

### CONFERENCE VENUE

Sheraton Centre Toronto  
Toronto ON

### PARTICIPANTS EXPECTED

200+

### ATTENDEES

Pharmaceutical industry, hospitals, insurers, drug plan managers, drug policy-makers, consumer health products industry, patient groups, health care providers, researchers, personalized medicine industry, health innovations industry, workplace health and wellness industry.

### CONFERENCE ORGANIZER

#### **Tracie Jones**

Manager, Program Development and Sponsorship  
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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

- Precision medicine
- Personalized health and wellness
- Digital health
- Assistive robotics
- Genomics and proteomics
- Health care innovations
- Bringing innovations to market
- Policy challenges and opportunities
- Big data analytics
- Health and health care economics
- Tailoring employee wellness programs
- Applying precision to health promotion and public health

## 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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