



PROSPECTUS

2025 CANADIAN CARDIOVASCULAR CONGRESS

Québec City | October 23–26

20 Canadian
25 Cardiovascular
Congress



**Canadian
Cardiovascular
Society**

Dear Valued Partner,

On behalf of the Canadian Cardiovascular Society (CCS), I am delighted to extend a special invitation to you for the upcoming 2025 Canadian Cardiovascular Congress (CCC), scheduled to take place from October 23 to 26 in the historic city of Québec City, Québec.

The CCC has become a cornerstone event for cardiovascular health and care in Canada, and we are excited to once again bring together professionals, innovators, and thought leaders to network, share insights, and build lasting connections.

Why partner with us?

- Participate in Canada's premier cardiology meeting and engage with a diverse community of healthcare professionals, many of whom are recognized as the best in their fields.
- Showcase your organization and its products and programs.
- Connect one-on-one with your core audiences, network with current clients, and foster new relationships.
- Gain increased reach and brand exposure across your target audiences.
- Increase your knowledge by participating in our diverse programming.

CCC 2025 offers a variety of sponsorship opportunities designed to meet your organization's unique goals and objectives. We are committed to delivering exceptional value to our partners and are eager to work with you to create a tailored package that ensures maximum impact.

We welcome your questions, ideas, or specific objectives. Together, we can craft a partnership that aligns seamlessly with your goals – whether you aim to raise brand awareness, promote your products and services, or engage with delegates in innovative ways.

The future of cardiovascular health is being shaped at CCC 2025, and we want you to be a part of this transformative experience. Your support and engagement will contribute to building a healthier future for all Canadians.

We look forward to your participation and partnership at CCC 2025.

Sincerely,



Atul Verma, MD, FRCPC, FHRS, FACC
Annual Meeting Chair, Canadian Cardiovascular Congress
Director, Division of Cardiology, McGill University Health Centre,
Isadore Rosenfeld Chair in Cardiology, Associate Professor, McGill University

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Introduction

Join the Canadian Cardiovascular Society (CCS) and the cardiovascular community from coast to coast to coast at the upcoming 2025 Canadian Cardiovascular Congress (CCC), scheduled to take place from October 23 to 26 in the timeless city of Québec City, Québec.

The CCC has evolved into a cornerstone event for cardiovascular health and care in Canada – one that brings together professionals, innovators, and thought leaders, to present cutting-edge science and build lifelong relationships.

CCC 2025 offers a variety of sponsorship opportunities designed to meet your organization's unique goals and objectives. We are committed to delivering exceptional value to our partners and are eager to work with you to create a tailored package that ensures maximum impact.

We are pleased to present this year's catalog of investment opportunities where you will discover a myriad of ways to elevate your brand, engage with industry leaders, and position your company at the forefront of innovation. A wide range of advertising options - from high-impact digital campaigns to strategically placed physical ads - will ensure visibility and suit every budget.

Explore our Exhibit Booths section to secure your dedicated space, allowing you to showcase products and services while fostering valuable connections with conference attendees.

CardioQuest, a popular interactive game, will return in 2025 to engage attendees throughout the Exhibit Hall in hopes of amassing points for their chance to win one of several highly coveted prizes.

Additionally, delve into our Education Opportunities, where you can unlock avenues to share insights and establish your brand as a thought leader in your field.

9/10 delegates would recommend the CCC.

The CCC continues to shape the future of cardiovascular health in 2025, and we want you to be a part of this transformative experience. Your support and engagement will contribute to building a healthier future for all Canadians.

Why Attend?

The CCC is the largest annual Canadian cardiovascular event of its kind and welcomes ~2,500 cardiovascular specialists from across the country and globe. It has become the most anticipated cardiovascular meeting in Canada, bringing together cardiologists, cardiovascular surgeons, researchers, nurses, technologists, administrators, and other health care professionals and specialists from diverse backgrounds to network, learn from each other, and build a healthier future for all Canadians.

Attending Organizations

CCS Affiliates

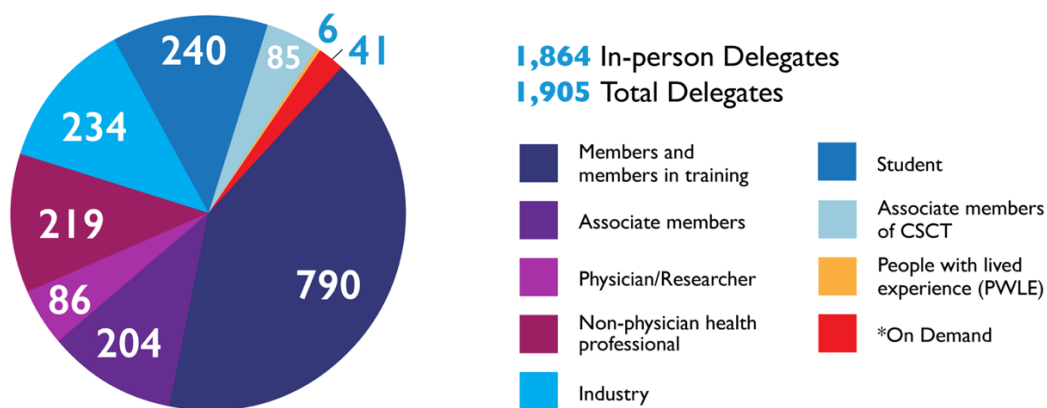
Canadian Adult Congenital Heart Network
Canadian Association of Interventional Cardiology
Canadian Cardiac Oncology Network
Canadian Cardiac Transplant Network
Canadian Cardiovascular Critical Care Society
Canadian Cardiovascular Pharmacists Network
Canadian Heart Failure Society
Canadian Heart Rhythm Society
Canadian Pediatric Cardiology Association
Canadian Society of Cardiac Surgeons
Canadian Society of Cardiovascular MRI
Canadian Society of Cardiovascular Nuclear
& CT Imaging
Canadian Society of Echocardiography
Canadian Society of Vascular Medicine

Educational Partners

Association des Cardiologues du Québec
Canadian Cardiovascular Society Academy
Canadian Council of Cardiovascular Nurses
Canadian Institutes of Health Research



CCC 2024 Delegate Overview



*On Demand Registration is complimentary for all CCS Members registered for CCC; it includes:

- Access to all recorded and On Demand content, posters presentations; please note: not all sessions are recorded (A/S and Plenary Rooms Only)
- Access to view all recorded scientific sessions including Accredited Symposia, and Hub Talks

64%
of delegates were
CCS members

52%
of delegates reported
their practice setting
as academic centre

24%
of delegates reported
their practice setting
as community based



CCC 2024 Delegate Geographic Distribution



Ontario, Québec, and British Columbia had the highest representation among delegates. These three provinces accounted for 74% of total participation.

Engagement

Activity across CCS social media channels (X/Twitter, LinkedIn, Facebook) throughout the week of Congress (Oct 22-29, 2024) included:



That's a wrap on #CCCongress 2024! A big thank you to the 1,900+ members of the cardiovascular healthcare community that attended - it was a busy, fun, memorable and productive four days of learning and networking. See you in Quebec City next year!



Carolyn Pullen, CEO and 3 others

7:15 PM · Oct 27, 2024 · 2,139 Views

“
I made amazing
connections
at CCC 2024
with like-minded
colleagues.
Invaluable!! ”

– CCC 2024 Delegate

Sponsorship Levels

The 2025 CCC is funded through registration fees, educational grants, and sponsorship. Commercial support greatly enhances the caliber of the event and the opportunity to offer high-quality educational programming. At the same time, the 2025 CCC is an ideal platform for you to interact with healthcare professionals involved in Canadian cardiovascular health and care. Through general meeting sponsorship, your organization supports our continued commitment to build capacity for strong cardiovascular care in Canada.

The CCS accepts support through educational grants towards the success of the CCC. By providing educational grants, your organization ensures our continued commitment to build capacity for a strong cardiovascular community in Canada.



BENEFITS for EARLY INVESTORS (for opportunities secured before January 31, 2025):

- Priority selection of assets and booth locations
- Earlier recognition communications campaigns that promote the 2025 CCC (may include social media, the CJC journals, e-mail campaigns and/or websites); and
- Exclusive complimentary benefits may apply, as outlined

We also have a wide variety of advertising opportunities to suit your objectives and maximize your return on investment. Beyond providing sponsorship to the meeting, the table on the next page outlines the full list of Benefits of Sponsorship per category.

Description	Platinum (\$150,000)	Gold (\$100,000)	Silver (\$50,000)	Bronze (\$30,000)	Contributor (\$10,000)
Credits to be applied to investment opportunities at the CCC 2025, including exhibit upgrades (if applicable), advertising, educational sessions, and networking events	\$100,000	\$50,000			
Inclusion in purchasing process** (selection by tier and order of commitment), and when additional opportunities to invest become available	✓	✓	✓		
Complimentary full registration(s) - *with additional full registrations provided if committed by January 31, 2025	3 (6*)	3 (5*)	2 (4*)	2 (3*)	1 (2*)
One (1) on site exhibit space (10' x 10') + associated benefits ²	2 (Premium)	2 (Premium)	*1 (Premium)	1 (Standard)	
Extensive corporate and tiered recognition as appropriate as follows: • in preliminary meeting promotions • across CCC 2025 marketing, promotions & communications • dedicated signage at the in-person meeting • with exclusive recognition in the exhibitor listing (if applicable) • on the CCC website • in the Canadian Journal of Cardiology • during the CCC 2025 Kick-off	✓ Additional: Exclusive recognition signage at registration counters	✓	✓	✓	✓
Use of the CCC 2025 delegate list	Once before AND once after CCC*	Once EITHER before OR after CCC*			
Upgraded and tiered recognition across CCC 2025 channels and platforms, and on site, including recognition in the Kick-off session ³	✓	✓			
Upgraded sponsor recognition for exhibit (if applicable)	✓	✓			
Digital delegate bag insert ⁴	3	2	1	1	
CCC Metrics Connect (Lead Retrieval) package (see page 65 for details)	✓	✓	✓	✓	✓
Eligible for cumulative recognition program	✓	✓	✓		
Priority selection of à-la-carte advertising opportunities	✓				
Priority booking of facility space at CCC 2025 for meetings ⁵	✓	✓			

*conditions apply – please see Sponsorship Guidelines (page 66) for details.

**please see Purchasing Process (page 12) for details.

2 Includes exhibitor registration – see page 16-18 for full details.

* Items included with sponsorship package have no monetary value and cannot be traded for other items.

3 Additional costs will apply.

4 Conditions apply. Please see Sponsorship Guidelines (page 66) for details.

5 Deadlines apply. Please see Ancillary Event Function Space (page 31) for details.

Purchasing Process

In recognition of the valued contributions of sponsors and to honour their commitments in order received, by tier, Platinum and Gold level sponsors will be the first to select and purchase in accordance with their credits. They will do so ahead of the opening of our Investor Services Centre on Thursday, March 13, 2025, at 12:00 p.m. ET.

Measures will be in place to allow for equitable access to advertising opportunities for all investors, by grouping the advertising opportunities into three groups: A, B and C.

For the first two weeks, purchasing limits will be put into place for each category. After the two-week period ends (by Thursday, March 27, 2025), category limits will be removed. There will however still be limits on single item purchases on items like Accredited Symposia, Hub Talks, certain ad placements, etc.

Note: any new CCC 2025 investors confirming their intent to invest after the above deadline, will not be considered in early tiered and ranked purchasing process, and will forfeit any early investor credit opportunities.

Items included with sponsorship package have no monetary value and cannot be traded for other items. All items are subject to applicable taxes. Please refer to [CCC 2025 Payment and Cancellation Policy](#).



What does it mean to invest in the 2025 CCC?

You're strengthening the future of cardiovascular care in Canada. Your support greatly enhances the caliber of the CCC, ensuring we can offer high-quality educational programming. It allows the CCS to continue its commitment to building capacity for a strong cardiovascular community in Canada.

You're visibly positioning your company as an important stakeholder in our shared cardiovascular community. It demonstrates your commitment to helping members of the community share ideas, further their knowledge and improve patient care and outcomes.

You're creating or expanding brand awareness among your key target markets which can lead to sustainable competitive advantages and long-term brand value.

You'll be part of important conversations that inform research, improve practice, and uncover possibilities for collaborative research and education.

You'll strengthen existing connections, establish new relationships, and generate new business opportunities when you're networking with thousands of members of your target market, including future leaders in the cardiovascular community.

CCC 2025 – At a glance			
Thursday, October 23	Friday, October 24	Saturday, October 25	Sunday, October 26
Exhibit Hall 9:00 a.m. - 5:30 p.m.	Exhibit Hall 9:00 a.m. - 6:30 p.m.	Exhibit Hall 9:00 a.m. - 4:00 p.m.	Scientific sessions 8:30 a.m. – 12:00 p.m.
Scientific sessions 8:00 a.m. – 5:30 p.m.	Scientific sessions 8:30 a.m. – 5:30 p.m.	Scientific sessions 8:30 a.m. – 5:30 p.m.	



Have an idea?

Looking for something a bit different?
Each option is customizable.

We're open to exploring something beyond this year's offerings to best meet your objectives.

We look forward to connecting with you –
e-mail us: bd@ccs.ca | 343-655-1585

Amy Fogarty,
Senior Manager of
Business Development

Education Opportunities

Showcase your company's innovations and impart valuable insights among peers and potential clients by securing our exclusive Education Opportunities at the 2025 CCC. Whether you choose to support an **Accredited Symposium** to disseminate information about a cardiovascular topic, or share new company innovations at a **Hub Talk**, this investment not only enriches the conference experience for attendees but solidifies your status as a respected authority in your field.

Don't miss this chance to shape the narrative, drive engagement, and take your brand to new heights with our tailored education opportunities. Secure your spot today and embark on a journey of influence and recognition.

Accredited Symposium (AS) (CPDAS_01)



Accredited Symposia (AS) are showcased and highly anticipated sessions at the CCC 2025. A 60-minute lunch hour session is included in the Scientific Program, extending the delegate's educational experience, bringing key thought leaders and the latest research to the forefront. An AS is a great opportunity to get input and feedback directly from clinical decision makers.

Accredited Symposia are co-developed and accredited by the CCS for Royal College of Physicians and Surgeons of Canada (RCPSC) MOC Section 1 credits and American Medical Association PRA Category 1 credits, as well as ECMEC® and QCHP Category 1 credits.

Details include:

- All AS at the CCC 2025 will be delivered live on site during a 60-minute lunch hour timeslot. An AS will only be slotted against other AS programs without overlap in topic or content.
 - Thursday, October 23, 12:30 p.m. to 1:30 p.m.²
 - Friday, October 24, 12:30 p.m. to 1:30 p.m.²
 - Saturday, October 25, 12:30 p.m. to 1:30 p.m.²
- The AS sessions will be held in the largest session rooms available, maximizing in-person attendance (in excess of 200 delegates).
- An AS session offers lunch to delegates in an accessible area.
- A rehearsal timeslot will be scheduled prior to the session to a maximum of 90-minutes.
- A dedicated audio-visual technician will support both the rehearsal and session.
- Audience Interactivity Tools for polling and Q&A.
- Exclusive and unique metrics package – see Sponsored sessions on page 65.
- Registration for up to six (6) faculty.
- 2 complimentary full registrations

- The AS will be promoted as follows:
 - The AS will be included in the CCC 2025 Full Program Agenda.
 - A dedicated CCC e-mail campaign about 2025 AS programs will be sent to registered delegates prior to CCC 2025.
 - A one-page program outline to be included as an insert in the CCC 2025 digital delegate bag.
 - Day-of promotion for AS to CCC 2025 delegates via e-mail campaign and through push notifications in the CCC app.
 - Inclusion in promotion of all On Demand programs post CCC.
 - An On Demand version of the session will be made available on CardioCampus after CCC2025

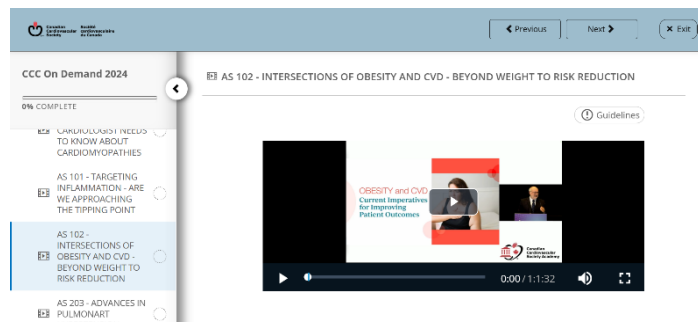
Please refer to the comprehensive [2025 CCC AS Guide](#) for full details (including a sample budget and timelines) on co-developing (with the CCS) an AS at the 2025 CCC.

\$50,000.00

If you want to expand the reach of your session, consider adding on a Section 3 Learning On Demand model (page 15).



Accredited Symposium Add-On – Section 3 Learning On Demand (CPDAS_02)



Extend the reach of your Accredited Symposium (AS) beyond CCC 2025 with a recording from the live delivery of the AS.

A self-directed, online learning on demand program will be created from the recording and will be accredited for RCPSC section 3 credits.

This program will be made available on CCS' CardioCampus following CCC 2025, and will be promoted through CCS channels and platforms, and will be available on demand free of charge for health care providers for at least one year.

Note: This opportunity cannot be purchased without a Section 1 Accredited Symposia (CPDAS_01)

For full details (including a sample budget, process and detailed timelines) on developing an AS Section 3 On Demand Program from CCC 2025 AS content see the [Section 3 Learning On Demand Process document](#).

Note: For Gold & Silver sponsors a portion of the investment in Accredited Symposia will contribute to the cumulative recognition program.

\$25,000.00

Hub Talk Sessions

(ADVCCC_015)



Host unaccredited educational programming for CCC delegates through an engaging, interactive presentation on a topic of your choice. Hub Talks are unaccredited 20-minute sessions held during unopposed time slots to the CCC 2025 Accredited Scientific Program. Deliver a high-quality presentation with the support of a dedicated technical support, allowing you to connect with all the CCC 2025 delegates via a sound-bite session.

A unique metrics package will extend your connection with attendees following the talk. Hub talks will allow you to optimize your participation at CCC to connect, network, educate and collaborate with delegates. This opportunity includes:

- A 20-minute session, which includes interactivity/Q&A, with a dedicated audio-visual technician.
- Hub Talks will be presented by speakers in-person at the Québec City Convention Centre.
- The live delivery of the Hub Talk will be audio recorded and made available On Demand to eligible delegates after the CCC 2025 for up to 12 months.
- An access code for you to share your Hub Talk content for training purposes after the CCC.
- Exclusive and unique metrics package – see Sponsored sessions on page 65.
- Hub Talks will be held in open air theaters in the Exhibit Hall maximizing foot traffic and in person attendance.
- One CardioQuest opportunity (200 pts) (See page 4, Introduction)

The CCC 2025 will promote Hub Talks as follows:

- The Hub Talks will be included in the CCC 2025 Agenda.
- A dedicated CCC e-mail campaign to CCC 2025 registered delegates prior to CCC.
- A one-page flyer may be included as an insert in the CCC 2025 Digital Delegate bag (to be developed and provided by the sponsor).
- Hub Talks aggregated post session evaluation data.
- One (1) CCC 2025 registration for a Hub Talk presenter is included.

All Hub Talks at CCC 2025 will be delivered during breaks from the accredited programming.

- Thursday, October 23, 12:00 p.m. to 12:20 p.m., 1:30 to 1:50 p.m.³
- Friday, October 24, 12:00 p.m. to 12:20 p.m., 1:30 p.m. to 1:50 p.m.³
- Saturday, October 25, 12:00 p.m. to 12:20 p.m., 1:30 p.m. to 1:50 p.m.³

The sponsor is solely responsible for developing and delivering Hub Talk session content, including securing and managing speakers (if applicable).

\$12,500.00

³ Times could be adjusted by 30 minutes either way.

Exhibit at CCC 2025

The CCC 2025 Exhibit Hall will be located amidst Congress action at the Québec City Convention Centre. Located on Level 2, adjacent to the main meeting rooms, the Exhibit Hall is sure to be inviting, engaging, and perfectly positioned for great conversations. Connect with delegates over lunch – served in the Exhibit Hall. In the evenings, join the networking receptions just steps away from Québec City's renowned attractions like old Québec.

The CCC Exhibit Hall is bustling with activity and draws delegates in several ways, with ample seating, space for interactive sessions and poster presentations, a bright eating area, and a variety of opportunities for engagement sure to please delegates.

CardioQuest, an interactive gaming feature, will return for CCC 2025. Conference attendees who participate in this game will have to navigate their way through the exhibit hall and engage with you at your booth or attend your Hub Talk to collect points in hopes of grabbing one of the highly coveted prizes.

Every purchase of a booth and Hub Talk will include one gaming opportunity in the form of a QR code which entitles you ask one question. You can place the QR at your booth or on an advertising opportunity you have purchased. You decide how easy or difficult you want to make your question to grant your points.

There will be a weighted scale on the points granted based on type of booth purchased and your sponsorship level at the meeting.

Design your exhibit space

The Exhibit Hall is conducive to delegate traffic, engagement, conversations and showcasing of your information and products. When you exhibit with CCC 2025, you can:

- Customize your exhibit by choosing from any combination of 10' x 10' exhibit footprint(s);
- Add your unique branding with colours and custom graphics; and
- Reduce stress and worry with a simplified booth setup with a selection of customizable booth packages,³ including the delivery, set-up and tear-down.

Exhibit packages are limited, be sure to secure yours early. For more information, visit our [exhibit package information page](#).

Note: selection of exhibit booth spaces will occur at a later time (May 2025), following sponsorship tier and order of commitment.

² See page 66 for Sponsorship Guidelines for details.

³ No exceptions or substitutions.

Exhibit Booths Packages

Elevate your brand and make a lasting impression at the upcoming conference by securing your own exhibit booth today! Gain unparalleled visibility and direct access to CCC 2025 attendees as they navigate the event. An exhibit booth serves as a powerful marketing tool, allowing you to showcase your products, services, and innovations in a dynamic and engaging environment. With a dedicated space, you can create a visually captivating display that sets you apart from the competition, leaving a lasting impact on attendees. Don't miss out on this chance to position your brand as a leader in your field, drive brand awareness, and generate valuable leads. Invest in an exhibit booth today, and watch your business thrive in the heart of the conference action.

Exhibit Booth Packages include the printing of the panels and the creation of the booth, so there will be minimal to no work involved upon arrival on site. **Exhibitors will be required to share design files by August 29, 2025**, to ensure booths will be delivered and setup as per exhibitor designs, through sustainable exhibiting that saves time and money, e.g. no labour costs, no additional charges, less waste, and no material handling, which is a big plus with often increased costs (and reliability risks) in transport. Furthermore, sustainable booth packages are recycled (see [how here](#)).

To review all options and details for booth packages, please visit [the Exhibit Hall Booth Packages page here](#) and the [Exhibit Hall Selection Process page](#).

Please note selection of exhibit booth spaces will occur at a later time (May 2025), following sponsorship tier and order of commitment.



Exhibit 10' x 10' Not-for-Profit

(EXHIBIT_10S_NFP)

The CCS is pleased to offer special pricing to NOT-FOR-PROFIT organizations for the following 10' x 10' booth package that includes:

- 1 (10' W x 8' H) backwall structure with 3 graphic panels:
 - 38.125" x 91"
 - 57.75" x 91"
 - 18.5" x 91"
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security



Note: There is limited availability for this booth package. Additions like chairs, a table, etc. will be available for [advance ordering via official Exhibit Hall vendor GES](#).

Spaces for not-for-profit organizations will be designated by the CCS to optimize the delegate experience in the Exhibit Hall.

\$4,750.00

Exhibit 10' x 10' Standard

(EXHIBIT_10S)

Each 10' x 10' Standard Booth footprint comes with one standard booth package and includes:

- 1 (10' W x 8' H) backwall structure with 3 graphic panels:
 - 38.125" x 91"
 - 57.75" x 91"
 - 18.5" x 91"
- 1 white counter with front graphics (38" x 35.5")
- 1 stool
- 1 arm light
- 1 electrical outlet
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security



\$7,425.00

Standard Fabric – Exhibit 10' x 10'

(EXHIBIT_10SF)

Each Standard Fabric 10' x 10' Booth footprint comes with one booth package and includes:

- 1 (10' W x 8' H) backwall structure with full fabric graphic panel (116.3125" x 96")
- 1 white counter with front graphics (38" x 35.5")
- 1 stool
- 1 arm light
- 1 electrical outlet
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security



\$8,425.00

Exhibit 10' x 10' Premium

(EXHIBIT_10P)

Each 10' x 10' Premium Booth footprint comes with one standard booth package and includes:

- 1 (10' W x 8' H) backwall structure with 3 graphic panels:
 - 38.125" x 115.375"
 - 57.75" x 91"
 - 18.5" x 91"
- 1 white counter with front graphics (38" x 35.5")
- 1 stool
- 1 arm light
- 1 electrical outlet
- 1 40" television
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security



Note: computer must be supplied by the exhibitor

\$11,075.00

Exhibit 10' x 10' Bring Your Own (BYO) (EXHIBIT_10BYO)

Already have a booth that's 'just right'?

To ship your own booth, install, and tear it down at CCC 2025, the 10' x 10' BYO booth package is for you. Orders must be received **by August 11, 2025**.

- Cost of booth, shipping, installation and dismantle, etc., will be the responsibility of the exhibitor, and will be coordinated and billed through the 2025 Exhibit Hall vendor, GES. See official [Exhibit Hall vendor GES webpage](#) for details.
- Minimum requirements: carpet, branded, 8' height.
- 1 electrical outlet
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security
- **All BYO booths must be reviewed and approved in advance. Floorplans and booth specs must be submitted for review to ccc-exhibits@ccs.ca no later than August 15, 2025.**

Note: This price is for the Exhibit Hall "footprint" only. A carbon offset of \$10/sq. ft. is included in the purchase of BYO floor space - 100% of these proceeds will be put towards carbon offsets such as planting trees.

\$7,425.00

Exhibit 10' x 20' Standard

(EXHIBIT_20S)

Each 10' x 20' Standard Booth footprint comes with one standard booth package and includes:

- Single-sided 10' backwall, with 3 branding opportunities:
 - 77" x 91" graphic panel
 - 38.125" x 91" graphic panel
 - 116.25" x 90.5" graphic fabric panel
- 1 white counter with front graphic (57.625" x 35.5")
- 6 stools
- 1 Cocktail table
- 2 arm lights
- 1 electrical outlet
- 2 exhibitor-only registrations, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 CardioQuest gaming opportunity (worth 150 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security



\$15,750.00

Exhibit 10' x 20' Premium

(EXHIBIT_20P)

Each 10' x 20' Premium Booth footprint comes with one standard booth package and includes:

- 1 6m backwall (8' high) with 3 branding opportunities:
 - 77" x 115.375" graphic panel
 - 38.125" x 91" graphic panel
 - 116.25" x 90.5" graphic fabric panel
- 1 white counter with front graphic (57.625" x 35.5")
- 6 stools
- 1 Cocktail table
- 2 arm lights
- 1 electrical outlet
- 1 55" television
- 2 exhibitor-only registrations, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- 1 CardioQuest gaming opportunity (worth 150 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security
- Exhibitor company name listed on the CCC website and in the CCC app



Note: computer must be supplied by the exhibitor

\$23,175.00

Exhibit 10' x 20' Bring Your Own (BYO)

(EXHIBIT_20BYO)

Already have a booth that's 'just right'?

A 10' x 20' BYO booth package will allow you to ship your own booth, install, and tear it down at CCC 2025. Orders must be received **by August 11, 2025**.

- Cost of booth, shipping, installation and dismantle, etc., will be the responsibility of the exhibitor, and will be coordinated and billed through the 2025 Exhibit Hall vendor, GES. See official [Exhibit Hall vendor GES webpage](#) for details.
- Minimum requirements: carpet, branded, 12' height.
- All BYO booths must be reviewed and approved in advance**. Floorplans and booth specs must be submitted for review to ccc-exhibits@ccs.ca no later than August 29, 2025.
- 1 electrical outlet
- 2 exhibitor-only registrations, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 digital delegate bag insert
- 1 CardioQuest gaming opportunity (worth 150 pts)
- Metrics package
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security
- **All BYO booths must be reviewed and approved in advance. Floorplans and booth specs must be submitted for review to ccc-exhibits@ccs.ca no later than August 15, 2025.**

Note: This price is for the Exhibit Hall "footprint" only. A carbon offset of \$10/sq. ft. is included in the purchase of BYO floor space - 100% of these proceeds will be put towards carbon offsets such as planting trees.

\$13,150.00

Innovation Zone – Exhibit Package

(EXHIBIT_INV)



Are you a small to medium enterprise*, looking to reach the entire cardiovascular community in Canada and to build brand awareness at CCC?

Secure your space in our Innovation Zone today – at an *exclusive price** – that allows you to gain visibility, connect with delegates as they navigate Congress, and be part of the action at CCC 2025.

The uniquely designed spaces of the Innovation Zone will allow companies innovating in the cardiovascular space to showcase products, services, and innovations in the Innovation Zone – a dynamic and engaging section of the Exhibit Hall.

Don't miss out on this chance to promote your innovation(s) and generate valuable leads with physicians, surgeons, nurses, and other health professionals at CCC.

Create a visually inviting display to share your latest cutting-edge products with attendees. Maximize your networking opportunities and stay top-of-mind by participating in Exhibit Hall activities, sessions, and discussions.

- 2 graphic panels with branding opportunities:
 - 38.125" x 51.5"
 - 18.5" x 35.5"
- 1 43" television
- 1 electrical outlet
- 1 stool
- 1 exhibitor-only registration, providing access to Exhibit Hall receptions, lunches, and health breaks (no access to accredited sessions)
- Exhibitor company name listed on the CCC website and in the CCC app
- 1 digital delegate bag insert
- 1 CardioQuest gaming opportunity (worth 100 pts)
- Initial (one time only) booth cleaning, after setup
- 24-hour professional security

**Note:* Innovation Zone packages will be limited to small and medium size organizations (fewer than 250 employees worldwide) with innovations in the cardiovascular care space.

\$4,750.00

Exhibit Metrics (Lead Retrieval) Package

(ADVCCC_019)

Want to build on the connections made at CCC 2025? Exhibitors can upgrade to a Metrics Connect package and receive email addresses for the delegates captured in their Exhibits metrics package. This opportunity includes:

- One (1) tablet with App scanner software installed
- Exhibitors can capture leads, add notes, and view real time reports to allow for immediate follow up with attendees before the event is even finished.
- Option to purchase additional packages at a reduced cost for multiple users in your booth. (see ADVCCC_020)

Metrics Package descriptions, please review page 65.

\$775.00

Exhibit Metrics (Lead Retrieval) Connect (Addt'l)

(ADVCCC_020)

After purchasing an initial Exhibit Metrics (Lead Retrieval) Package, Exhibitors can add-on additional Exhibit Metrics (Lead Retrieval) Connect package(s) at a reduced cost – to build on the connections made at CCC 2025.

This opportunity includes:

- One (1) tablet with App scanner software installed.
- Exhibitors can capture leads, add notes, and view real time reports to allow for immediate follow up with attendees before the event is even finished.

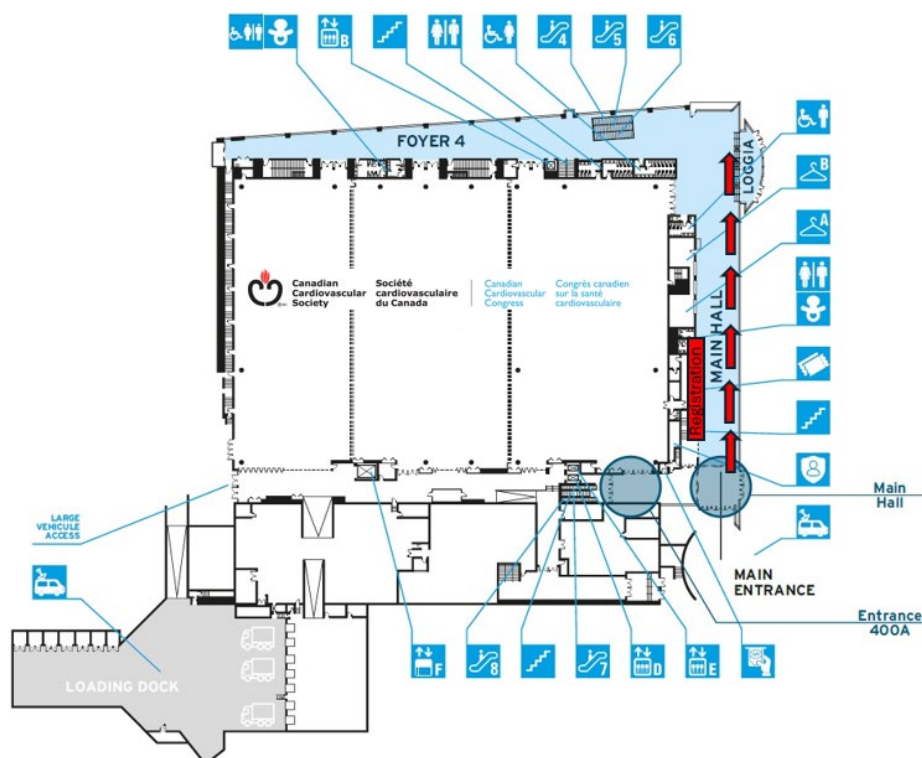
Note: Must already have purchased an Exhibit Metrics (Lead Retrieval) Package.

Metrics Package descriptions, please review page 65.

\$400.00

Québec City Convention Centre (QCCC) Map

As you browse the various opportunities in this catalog, you will note that there are references to areas like Level 4, Level 3, Level 2, and Exhibit Hall. The map below of the main floor (Level 4) of the QCCC shows these areas as well as expected delegate flow through the conference centre. Each item in the catalog is also accompanied by a mini map to show where the item sits in the conference centre.



“Great opportunities to sit and chat with colleagues and staff! Fantastic.”

– CCC 2024 Delegate

Ancillary Event Function Space¹



CCS is pleased to offer priority booking of facility space for meetings at CCC 2025 to top level CCC 2025 investors. To inquire, please complete this [Application for Function Space](#).

CCS requires all activities and meetings independently organized, offered by a company or organization other than the CCS, and held in conjunction with CCC 2025 be reviewed and approved.

¹ Top level CCC 2025 investors receive priority booking of facility space for meetings at CCC 2025. Following their bookings, space will be offered on a first-come, first-served basis.

Advertising – Group A

Group A advertising opportunities allow you to make a bold statement with a large-scale advertising opportunity that propels your brand to new heights. Command attention and dominate the conference landscape with strategically placed banners, billboards, and digital displays that ensure your message reaches every corner of the venue. Amplify your brand visibility, leaving a lasting imprint on the minds of attendees and industry influencers alike. Large-scale advertising provides an unrivaled platform to showcase your company's strengths, services, and innovations, allowing you to stand out from the crowd and establish a commanding presence. Drive traffic to your booth, ignite conversations, and create a buzz around your offerings. This is not just advertising; it's a chance to supercharge your conference presence and have your brand eminently featured at CCC 2025. Elevate your conference experience, seize the spotlight, and propel your business to the forefront of the industry by investing in a large-scale advertising campaign today.

Please note that for any advertising opportunity purchased, all advertising images must be developed independently by the Investor and provided to CCS by the appropriate deadline – some conditions apply.

Please note that any **advertising within in the Québec City Convention Centre (QCCC) can be in the language (English or French) of choice**, in the order of choice (English or French first).

Level 4 – Main Hall South End - (Interior) Banners - facing Rene-Levesque Boulevard

(ADVCCC_QC001)



CCC 2025 will be an event to remember in the beautiful city of Québec City!

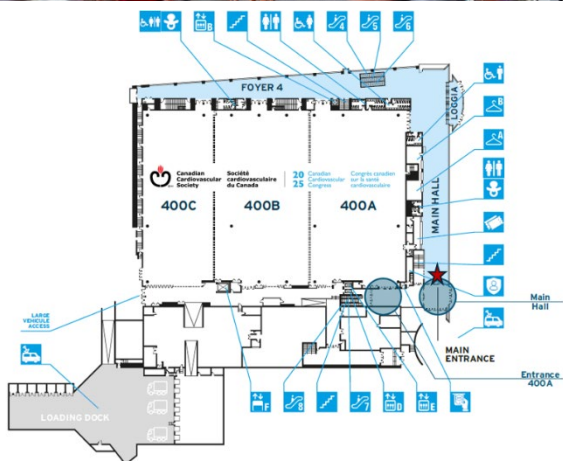
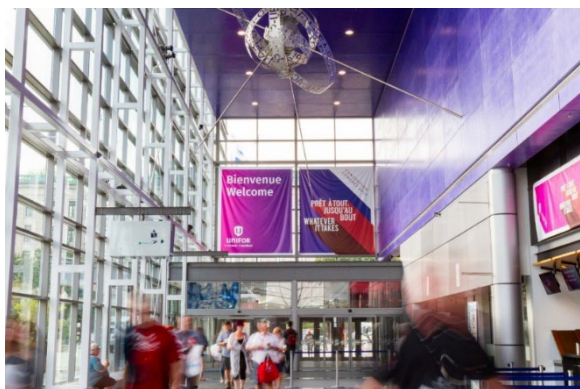
This is an exclusive, prominent opportunity to brand an advertisement consisting of 2 large banners in the Main Level Lobby accessed via the main entrance off Rene Levesque Boulevard.

Bring your message to life with almost 400 sq ft of ad space in a highly visible, high traffic area.

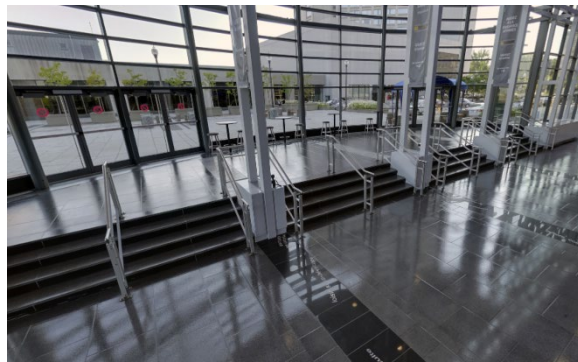
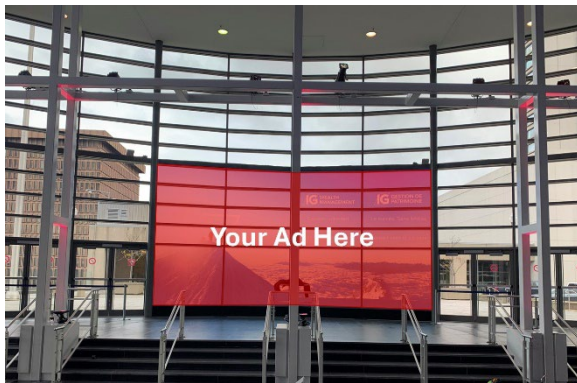
This exclusive opportunity includes:

- Two (2) large banners (12.75' w x 15.45' h each), placed above the exit doors on the window wall adjacent to the registration area on Level 4.
- This advertisement is single sided and perpendicular to the Registration area on Level 4.
- Production and installation.

~~\$30,000.00~~ SOLD



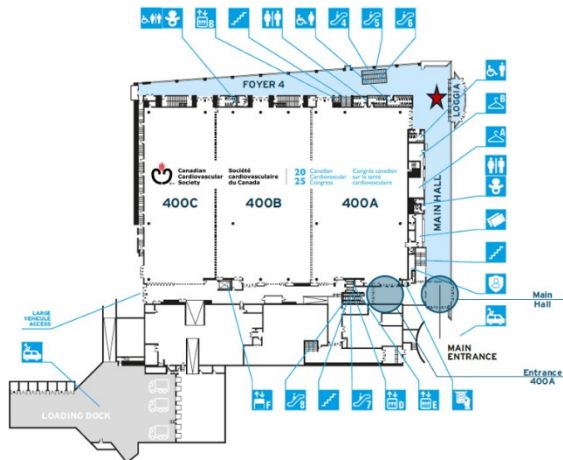
Level 4, Main Hall North End Branded Lounge - Side Window Wrap and Stair Decals (ADVCCC_QC002)



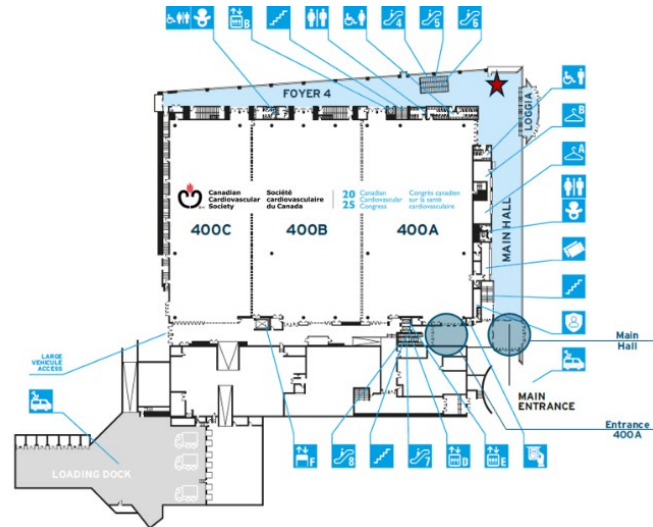
Create an inviting space on Level 4, in a high traffic area, just before the escalators to Level 3. An abundance of natural light and a variety of seating will draw delegates to step away from Congress action and sit, chat, and rest their feet. Your branding on the stairs (decals) and window wrap will be near impossible to miss. Leave a lasting impression with delegates by curating a comfortable lounge area for coffee chats, networking, and connections. This opportunity includes:

- Side window wrap, 82" x 70"
- 4 sets of 4 stair decals 70" x 6.375" leading to lounge area featuring a variety of seating
- Production and installation.

\$20,000.00



Level 4, Main Hall North End Window Banner (ADVCCC_QC003)



A large, visually engaging advertisement at the North End of the Main Level Lobby will draw delegates' eyes who will have to take the adjacent escalators to access CCC 2025 sessions on Levels 3 and 2.

This highly visible, high traffic area offers 222 sq ft of ad space – see your message come to life with a beautiful backdrop of natural lighting.

This exclusive, prominent opportunity includes:

- One (1) single sided banner advertisement 23.25' w x 9.58' h placed above on the window wall adjacent to the escalators on Level 4.
- Production and installation.

\$15,000.00

Level 4, Main Hall Suspended Panels

(ADVCCC_QC004)



A key visual opportunity located just beyond the Main Entrance (on Level 4) of the Québec City Convention Center (QCCC). These suspended panels will be installed opposite Registration and will benefit from natural light via the wall of windows in the Main Hall on Level 4.

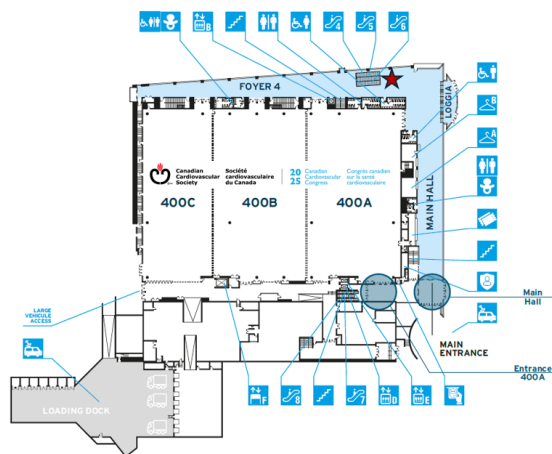
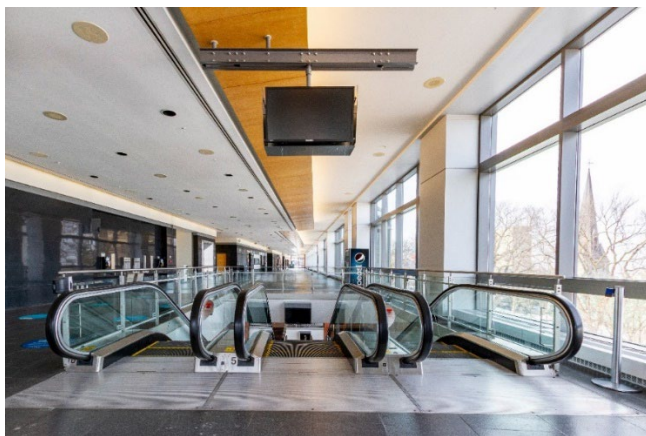
Take advantage of this prime visibility and optimal location to advertise to all CCC 2025 delegates arriving at the QCCC at the South End of the Main Hall on Level 4.

This opportunity includes:

- Package of 6 double-sided panels (2' 9" w x 15' 9" h), installed adjacent glass windows facing outdoor walkway.
- Production and installation.

\$25,000.00

Level 4 to 3 - Escalators Up/Down (ADVCCC_QC005)



The escalators at the Québec City Convention Centre (QCCC) bring delegates to Level 3 to access sessions, an ideal way to deliver your brand to attendees. Give delegates 15-30 seconds of your brand while they move from Level 4 to 3 at the QCCC.

Note: while there is a total of 3 escalators, this unique opportunity includes the exclusive advertising opportunity on the two (2) escalators (right and middle) between levels 4 and 3 – providing a total of four (4) surfaces for your product/corporate message.

The QCCC most commonly programs (directionally) the far-right escalator for downward movements, and the middle for upward movements. The far left (third) escalator is used intermittently; it tends to be used for large movements of delegates and is programmed differently (up for a portion of the day, down for another portion of the day), according to delegate flow.

This opportunity includes:

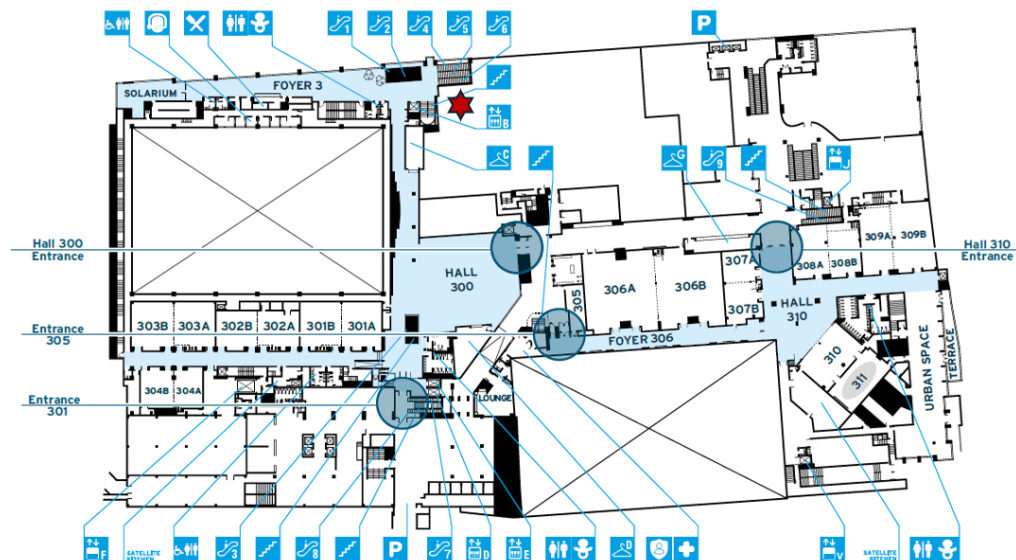
- Advertising on the interior glass panels of 2 escalators: set of two (2) inside panel advertisements, for a total of 4 surface areas on 2 escalators that connect Level 4 Foyer and the Level 3 meeting rooms.
- Production and installation.

\$30,000.00 SOLD

Consider adding opportunity for glass panel – for more details, see page 41.

Level 3 to 2 - Escalators Up/Down

(ADVCCC_QC006)



Another set of escalators (2) at the Québec City Convention Centre brings delegates from Level 3 to Level 2 to access sessions and the Exhibit Hall (networking, posters, coffee, refreshments, food, etc.).

Share your brand with delegates for 15-30 seconds as they travel to level 2 at the QCCC.

This unique opportunity includes the exclusive advertising opportunity on the two (2) escalators between levels 3 and 2 with a total of four (3) surfaces to add your product/corporate message.

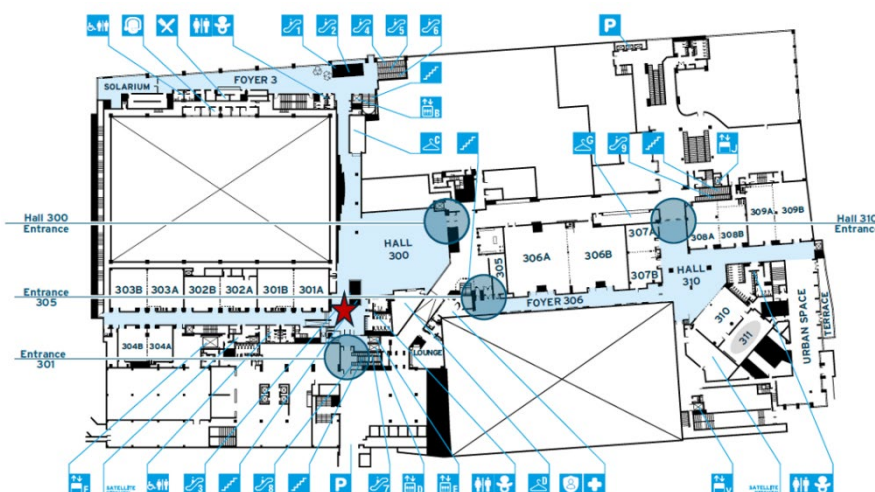
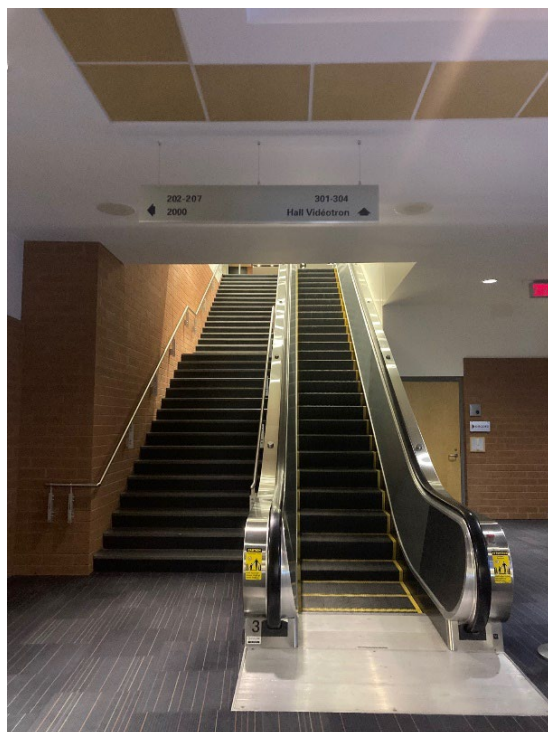
This opportunity includes:

- Set of two (2) inside panel advertisements on the interior glass panels of the 2 escalators, connecting Level 3 and Level 2 meeting rooms and Exhibit Hall
- Production and installation.

\$25,000.00 SOLD

Escalator & Stair Package (level 3/2) – near Hall 300 and 301A

(ADVCCC_QC007)



This package of stairs (33) and one (1) escalator is a unique branding opportunity, sure to make an impression on delegates moving between Levels 3 and 2 to access sessions and the Exhibit Hall (networking, posters, coffee, refreshments, food, etc.).

Share your brand with delegates for 15-30 seconds as they take the stairs or hop on the escalator between Levels 3 and 2 at the Québec City Convention Centre.

This is an exclusive advertising opportunity on stairs (33) and one (1) escalator between levels 3 and 2 with a total of 36 surfaces to add your product/corporate message.

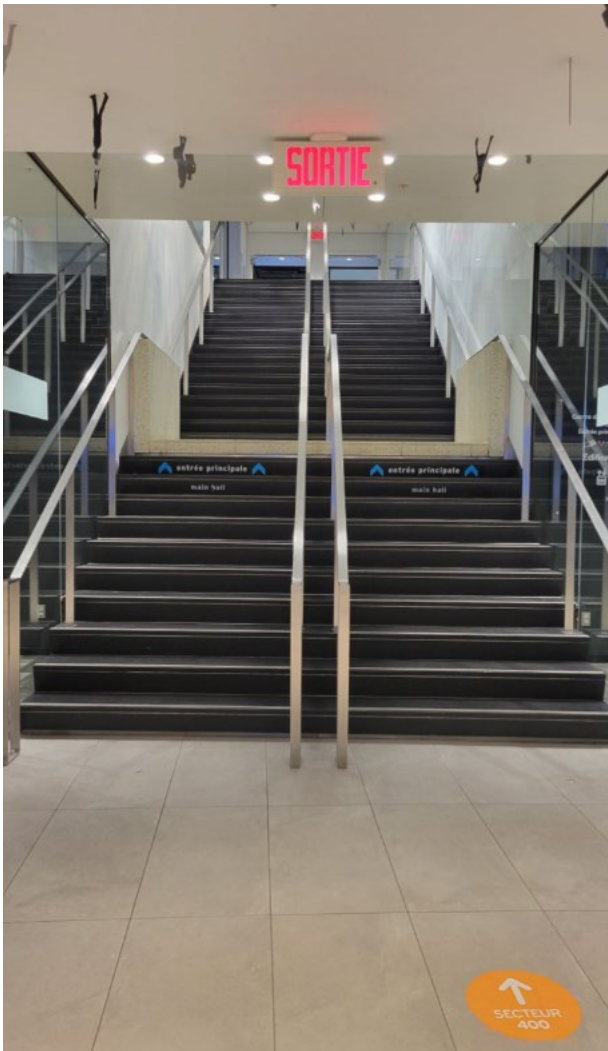
This opportunity includes:

- a total of 2 surface areas on 1 escalator that connect Level 4 Foyer and the Level 3 meeting rooms, including:
 - Advertising on the interior glass panels (2) of 1 escalator: set of two (2) inside panel advertisements (23"H X 90"W X 32'-2"W each), for a total of 2 surface areas on 1 escalator that connect Level 4 Foyer and the Level 3 meeting rooms.
 - Advertising on risers of stairs (33) (5"H X 64"-3/4W each)
- Production and installation.

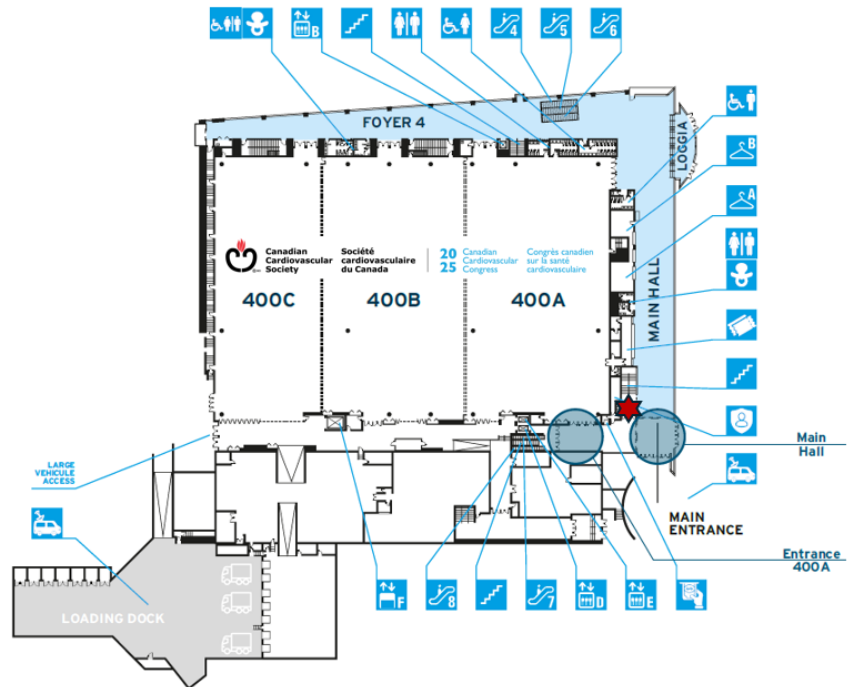
\$20,000.00

Level 3/4 - Connector Path, Stair Clings and Landing

(ADVCCC_QC008)



Catch delegates as they access Québec City Convention Center (QCCC) from the Hilton Québec Hotel. These stairs allow delegates to enter the South End of the QCCC's Main Hall on Level 4 from the Hilton Québec Hotel.



This opportunity includes:

- One (1) advertisement (182"w x 24" l) on the floor decal at the bottom of the stairs when you enter the QCCC from the Hilton Québec Hotel.
- Twenty-nine (29) advertisements on the rise of the twenty-nine stairs to the Main Entrance of the QCCC (182' w x 6.5"h [Rise only]).
- One (1) non-skid advertisement on the landing at the top of the stairs when you enter the QCCC (182"w x 24" l).
- Production and installation.

\$12,500.00

Advertising – Group B

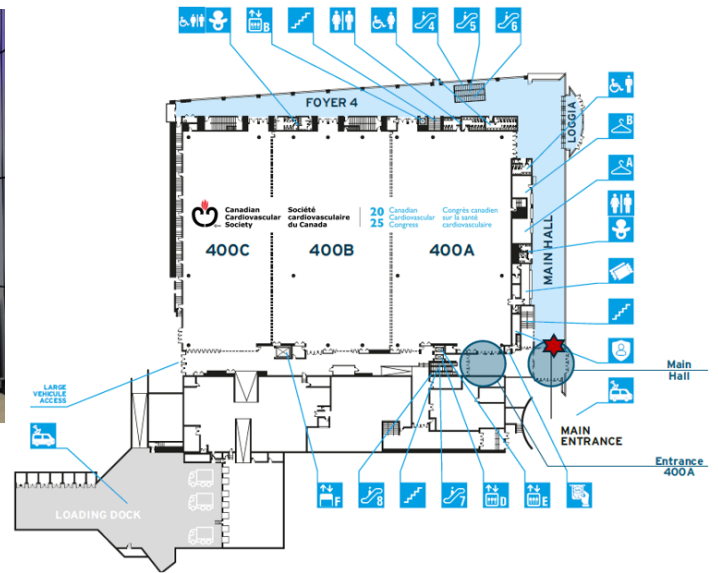
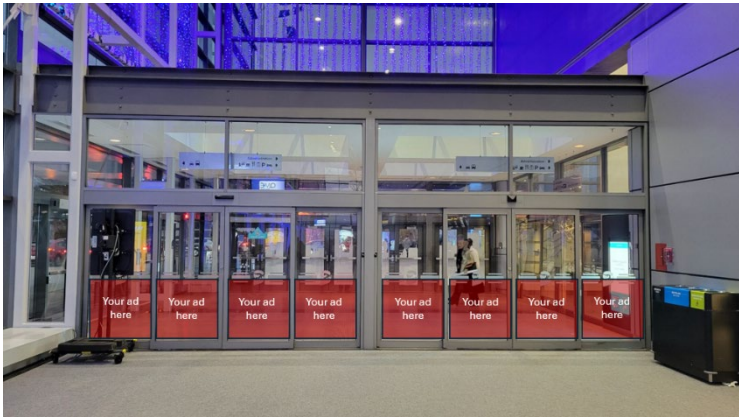
Group B advertising opportunities unlock unparalleled visibility and captivate your target audience by securing advertising space in high-traffic areas at the upcoming conference. Elevate your brand to new heights as your message takes center stage in areas buzzing with activity, ensuring maximum exposure among attendees. From high traffic stairways and washrooms, large and prominent signage in the main areas of the QCCC and the exhibit hall, your brand will be strategically positioned to capture the attention of conference attendees. Drive foot traffic to your booth, boost brand recognition, and create a lasting impact by capitalizing on prime real estate within the conference venue. Benefit from increased engagement and spontaneous interactions as attendees naturally gravitate towards high-traffic zones, guaranteeing that your advertising investment delivers unparalleled returns.

Please note that for any advertising opportunity purchased, all advertising images must be developed independently by the Investor and provided to CCS by the appropriate deadline – some conditions apply.

Please note that any **advertising within in the Québec City Convention Centre (QCCC) can be in the language (English or French) of choice**, in the order of choice (English or French first).



Level 4, Main Hall - South End Entrance (Rene Levesque Blvd) Sliding Doors (ADVCCC_QC009)



Catch the attention of most CCC delegates arriving through the Main (South End) Entrance of the Québec City Convention Centre (QCCC) as passing through these doors, just steps before the Registration Desk.

This unique advertising opportunity is in a high traffic area, with high visibility.

This prominent, exclusive opportunity includes:

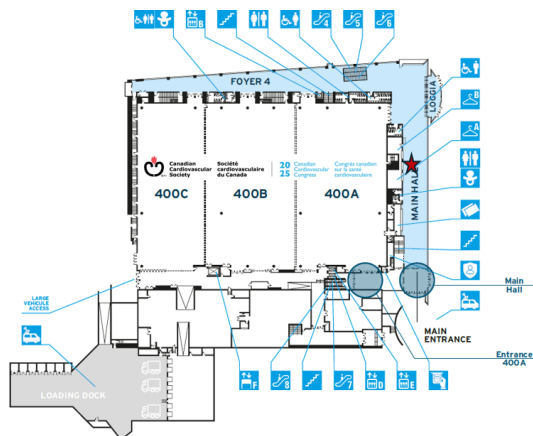
- Package of 8 advertisements (measuring 35" H x 36" W), placed on lower half of the sliding doors at South End Entrance (facing Rene Levesque Boulevard) on Level 4 of the Main Hall
- Production and installation.

Note: additional customizations and square footage options available.

\$10,000.00

Level 4 - Coat Check Cling Package

(ADVCCC_QC010)



Located just steps beyond Registration on Level 4 of the Québec City Convention Center (QCCC), this complimentary coat check opportunity will offer prime visibility given its central location as one of first stops for CCC 2025 delegates at the QCCC.

With the arch advertisement around the coat check nook, delegates will see your message and branding alongside the simplicity of a complimentary coat check – to be essential in late October in Québec City. This is a not-to-be-missed opportunity that will enjoy:

Your message and branding will enjoy:

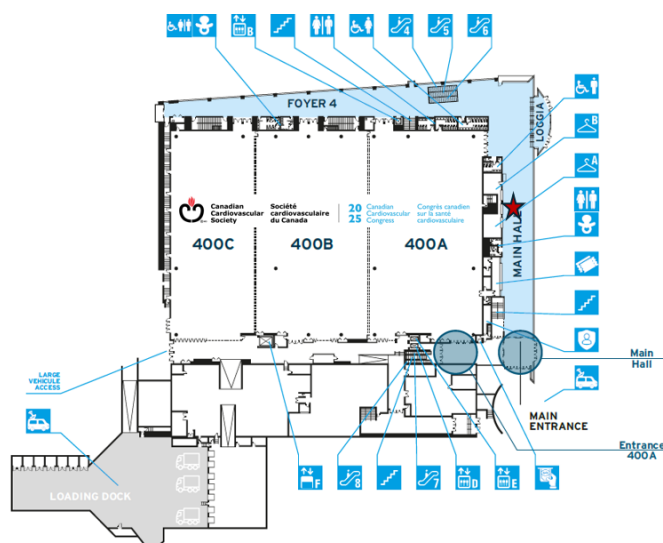
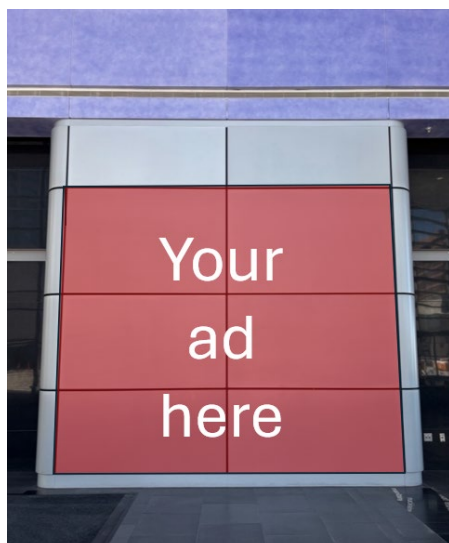
- beautiful, natural lighting from windows directly opposite this wall,
- a central location, and
- high visibility with delegates walking through Level 4 multiple times a day while they sip their coffee, chat with colleagues and friends, or simply wait to drop off or pick up their coats or bags each day.

This exclusive opportunity includes:

- Complimentary Coat check for CCC delegates upon arrival at the QCCC.
- Promotion to delegates in official CCC email.
- Advertising available on:
 - One (1) header measuring (133.5"x 24") which must include the following text "Complimentary Coat check, brought to you by", and
 - Two (2) side panels (94.75" x 21.5" each)
- Production and installation (around coat check nook on Level 4 of QCCC) of arch advertisement.

\$10,000.00

Level 4 – Silver Wall (ADVCCC_QC011)



This prominent advertising opportunity is just steps beyond Registration on Level 4 of the Québec City Convention Center (QCCC). Your message and branding will enjoy:

- beautiful, natural lighting from windows directly opposite this wall,
- a central location, and
- high visibility with delegates walking through Level 4 to find all that awaits at CCC 2025 on Levels 3 and 2.

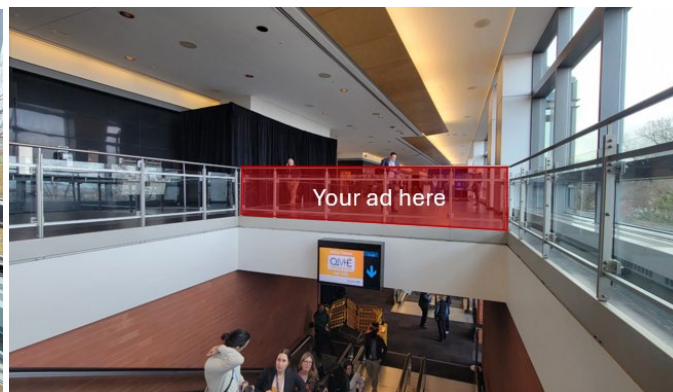
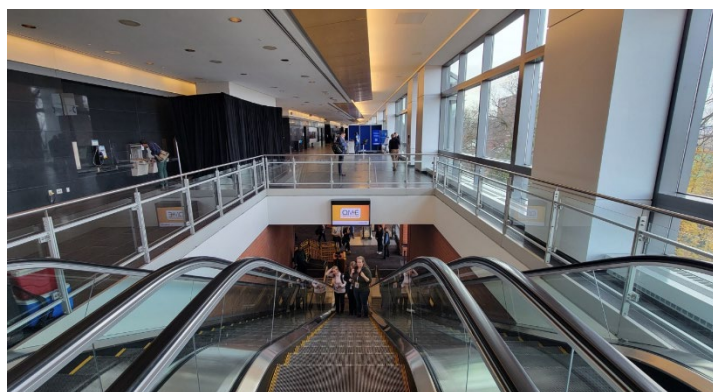
This opportunity includes:

- One (1) single sided banner advertisement (143 3/8" H x 14' 1" W) installed on the inside silver wall on Level 4
- Production and installation.

\$10,000.00

Level 4 - Glass End Panel Facing Escalators

(ADVCCC_QC012)



An attention-grabber: this branding opportunity is in direct line of sight for delegates taking the escalators from the Main Hall/Entrance on Level 4 to attend sessions on Levels 3 and 2.

This prominent opportunity means your messaging and branding is sure to be seen by thousands of CCC delegates.

This opportunity includes:

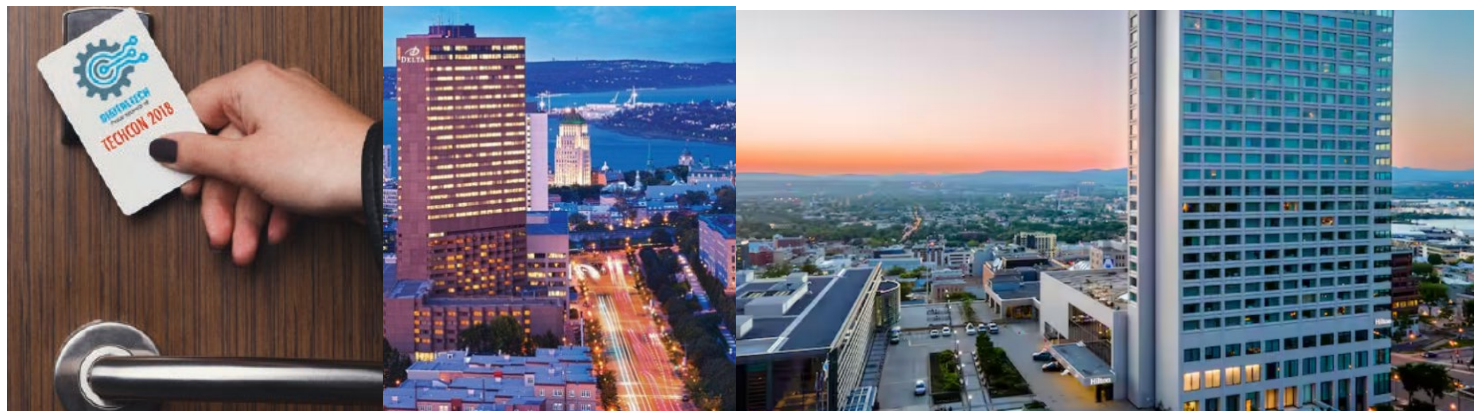
- One (1) single-sided panel (16' 7" w x 4' 6" h) installed over glass panel above escalators
- Production and installation.

\$5,000.00 SOLD

Host Hotels Key Cards Package

(ADVCCC_003)

Hotel key cards are one of the first items guests see upon arrival in Québec City. Sleek and portable, key cards make it easy for your marketing message to stay top of mind during CCC and to be remembered beyond CCC.



Did you know? Key card branding is proven to drive up to TWICE as much traffic to a tradeshow booth. Be the brand that stands out to delegates at CCC 2025! This opportunity includes:

- Exclusive engraved branding (3.375" x 2.125" front and back; bleed area 3.625" x 2.375") on all key cards (600) for CCC 2025 delegates staying at the Hilton Québec City and Delta Québec City.
- Production and delivery

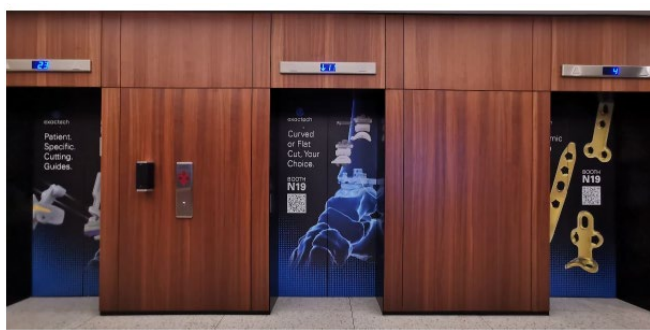
Ideas for customizations to increase the level of engagement and interest include:

- Invite guests to enjoy a small discount by presenting their key card
- Promote exclusive offers to key card holders only

~~\$10,000.00~~ SOLD

Host Hotel Elevator Package

(ADVCCC_022)



Make an impression with guests upon arrival, and as they come and go, to and from the Hilton Québec City Hotel, the host hotel for CCC 2025 that will welcome as many as 350 CCC delegates on peak nights (Thursday, Friday, and Saturday).

Enjoy lasting brand interactions with your messaging daily that translates into an impressive return on investment.

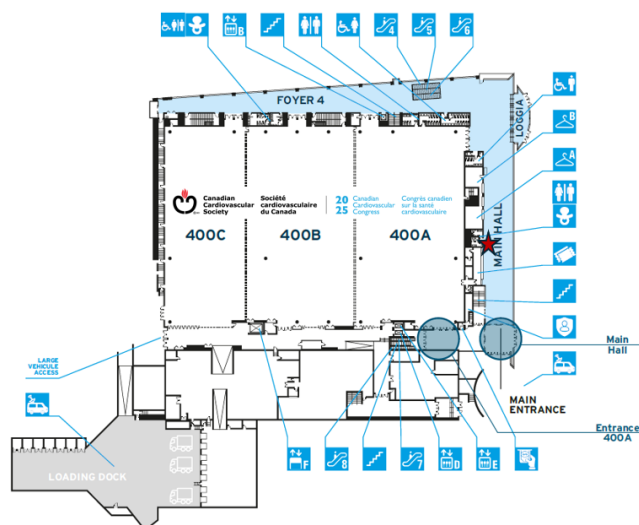
This opportunity includes:

- Package of five (5) advertisements in elevators at the Hilton Québec City Hotel.
- Production and installation.

\$20,000.00

Level 4, Main Hall Pillar Wraps

(ADVCCC_QC013)



Make an impact on CCC 2025 delegates with these pillar wraps (front face branding) that will be installed on pillars located just beyond Registration and before Coat Check, in the Main Hall (on Level 4) of the Québec City Convention Center (QCCC).

Note: 2 packages (of 2 pillar wraps) are available: one set just beyond Registration and before Coat Check, and a second set after Coat Check.

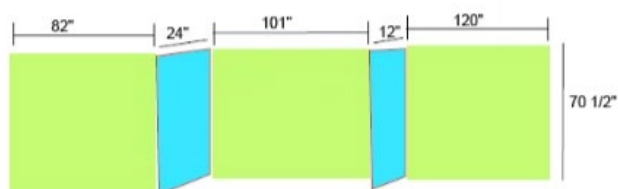
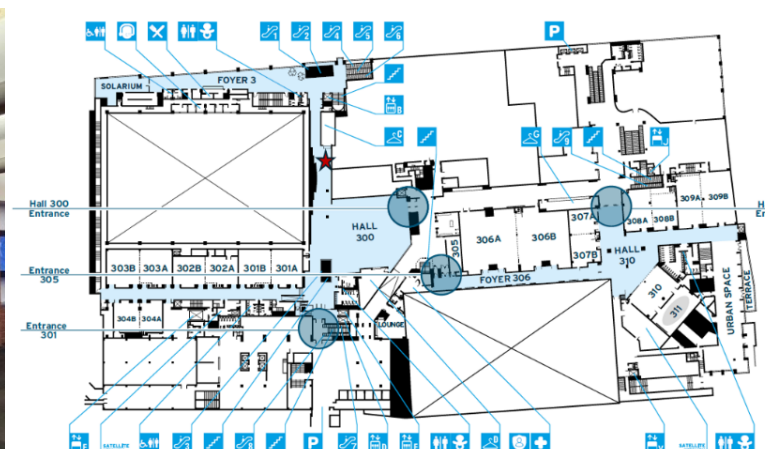
This opportunity includes:

- Package of 2 pillar wraps (3' w x 8' h), featuring front-facing branding, installed on pillars after the Registration desk, lining the same interior wall.
- Production and installation.

\$2,500.00

Level 3, 3-panel White Wall

(ADVCCC_QC014)



An advertising opportunity all its own on Level 3: get bold and creative with your branding on three large panels and two angled surfaces.

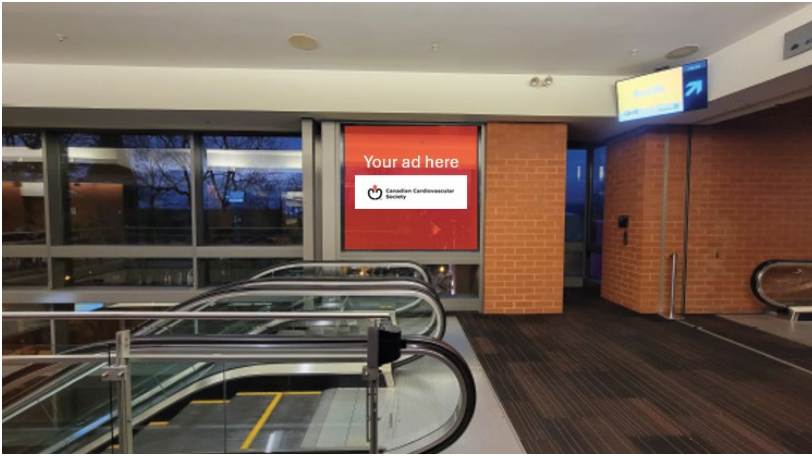
This distinct area will offer a memorable branding opportunity in a location frequented often by delegates shuffling from the escalators on their way to sessions on Level 3.

This exclusive opportunity includes:

- 3 large single-sided panels (82" x 70.5") and two (2) single-sided panels (24" x 70.5" and 12" x 70.5"), installed at an angle
- Production and installation.

\$8,000.00

Level 3, Glass Window Cling near Escalator Landing (ADVCCC_QC015)

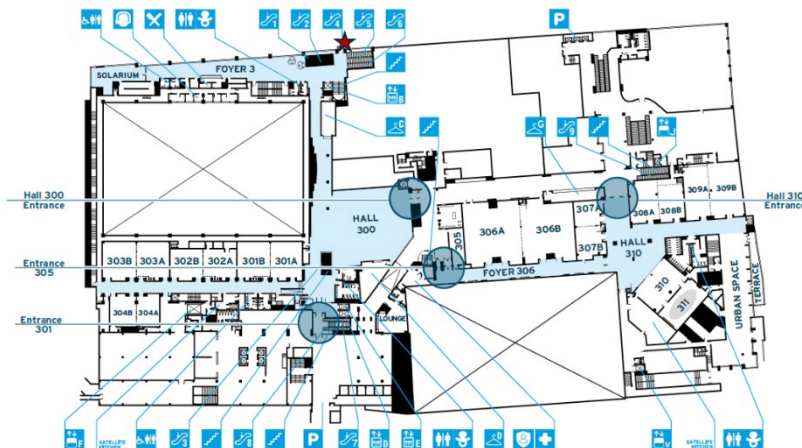


Located to the right of the landing of Level 3 (sessions), just between escalators from Level 4 (entrance) to Level 2 (Exhibit Hall, sessions), many sets of eyes will be on this great branding opportunity – in particular, as delegates flow from sessions on Level 3 and look to find other sessions and the Exhibit Hall on Level 2, where coffee and food will be daily.

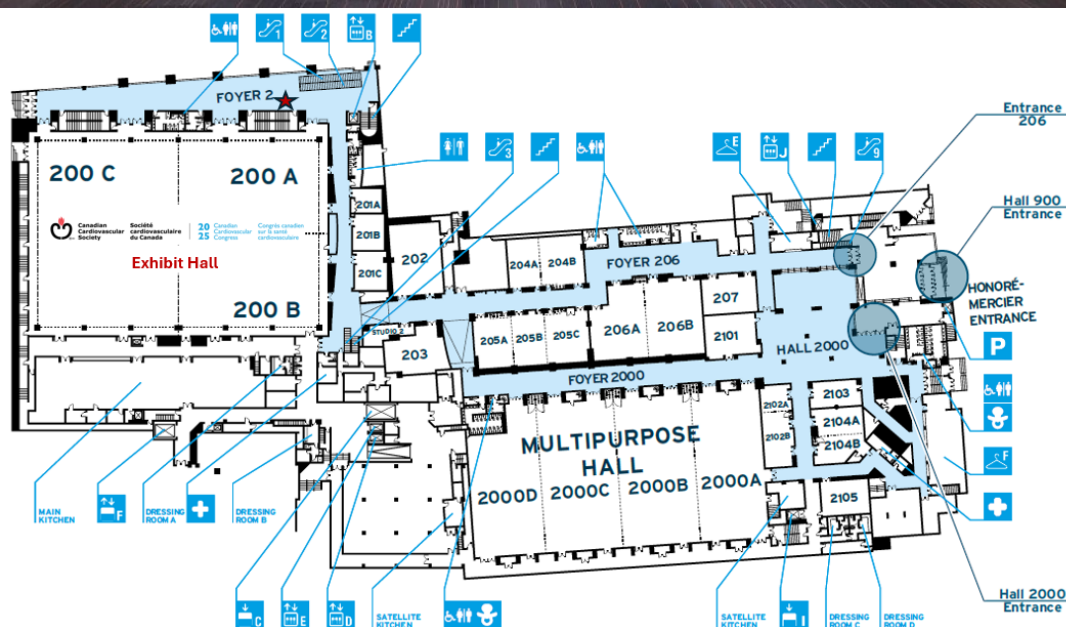
This exclusive opportunity includes:

- 1 window cling (7' w x 6' 4" h), installed on the window adjacent to escalators from Level 3 to 2.
- Production and installation.

\$3,000.00



Level 2 - Inset panel near Exhibit Hall/200AB (ADVCCC_QC018)



Enjoy almost 9 sq. ft of eye-catching advertising space for your creative message to come to life. Promote your product or corporate branding to delegates arriving via the escalators to Level 2 – on their way to the Exhibit Hall, or sessions.

This exclusive opportunity includes:

- One (1) single-sided panel (19'7" x 64.5"), installed over white inset pictured above.
- Production and installation.

\$5,000.00

Advertising – Group C

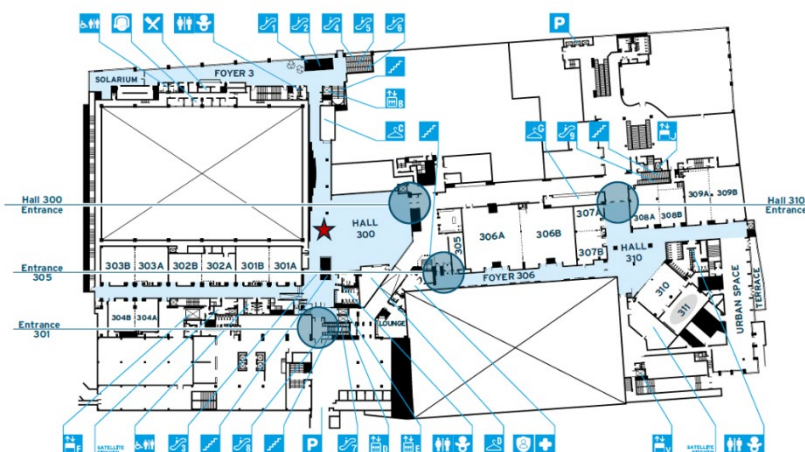
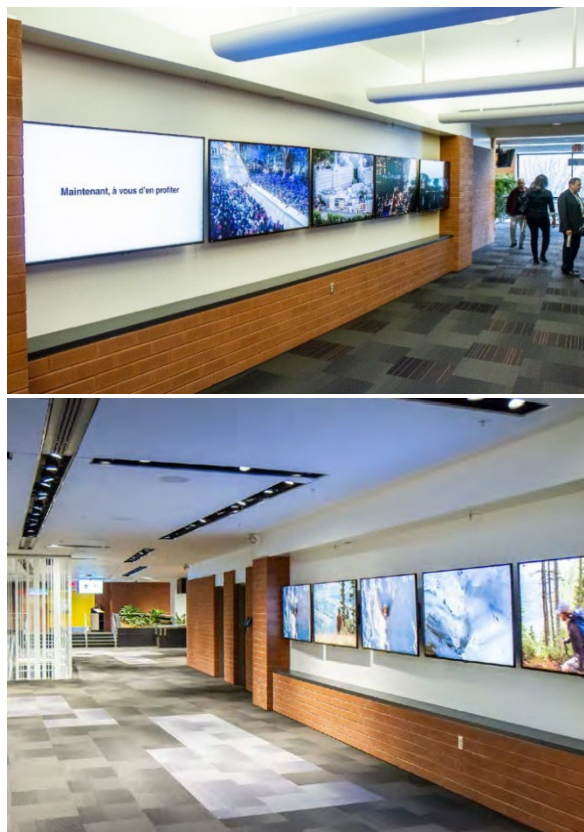
Group C Advertising allows you to maximize your conference impact without breaking the bank by opting for our budget-friendly digital advertising and strategically placed physical ads. Our affordable digital advertising packages ensure widespread visibility, reaching conference attendees through various digital channels and platforms. From social media promotions to targeted email campaigns, we tailor your message for optimal engagement at a fraction of the cost. Complementing this, our smaller yet strategically placed digital and physical ads guarantee visibility in key areas without the hefty price tag. These ads pack a punch by being strategically positioned at high-traffic zones, ensuring your brand is seen by the right audience. This cost-effective approach allows you to stretch your marketing budget while still achieving significant brand exposure and driving traffic to your conference booth. Invest wisely, amplify your presence, and make a lasting impression on delegates without compromising on visibility.

Please note that for any advertising opportunity purchased, all advertising images must be developed independently by the Investor and provided to CCS by the appropriate deadline – some conditions apply.



Level 3 - Digital Screens

(ADVCCC_QC016)



A prime, budget-friendly digital advertising opportunity to delegates walking to sessions on Level 3 of the Québec City Convention Centre (QCCC).

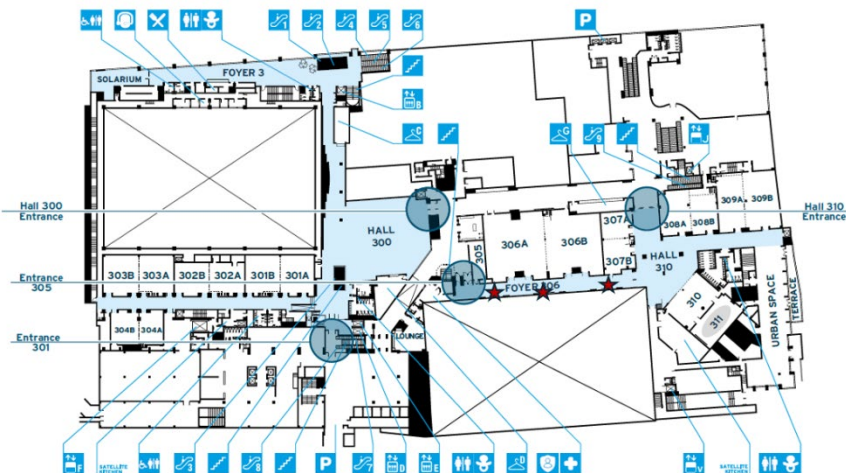
These vivid screens offer rich colors and increased visibility to catch the eyes and attention of delegates passing by with dynamic, digital displays. This opportunity includes:

- Package of 3 HD screens (65") for digital advertising, with options for static or video digital displays
- Note: 2 screens (alternating) will be used for CCC event-related signage.
- Note: these digital displays (static or video) cannot be synced.
- Maximum 10 static images in rotation or maximum 3 videos played in rotation.
- For video - Recommendations: short (less than one minute), no audio
- All files due no later than Friday, October 3, 2025.

\$2,000.00

Level 3 - Mural Digital Screens

(ADVCCC_QC017)



These three (3) large mural panels (each mural is comprised of 9 x 46" screens) are in the hallway adjacent to rooms 306. Delegates' attention is sure to be drawn 63 square feet (per mural) of your digital image or video feed brightly displayed as they walk through Level 3 to sessions.

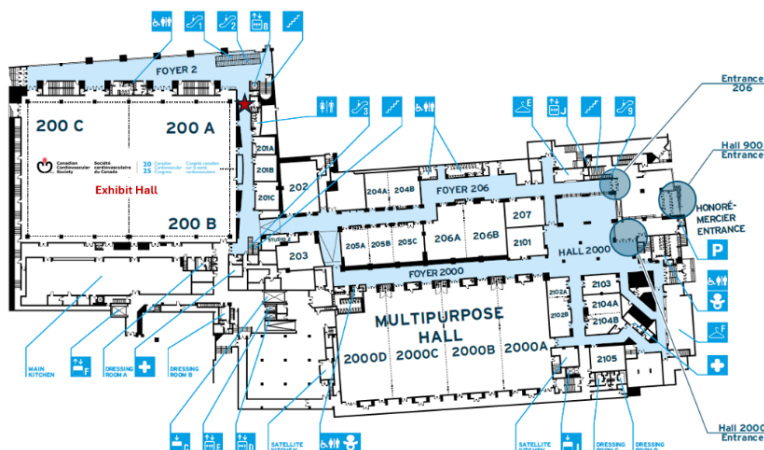
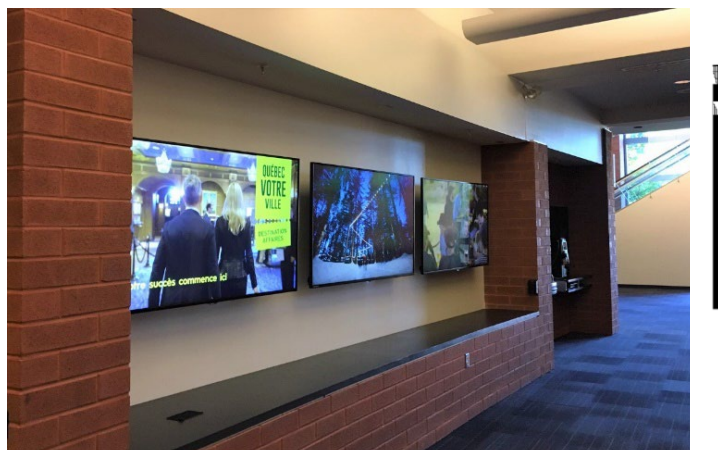
This exclusive opportunity includes:

- Package of one (1) set of three (3) large mural panels, with options for static or video digital displays.
- Note: these digital displays (static or video) cannot be synced.
- Maximum 10 static images in rotation or maximum 3 videos played in rotation.
- Static digital ads:
 - \approx 16:9 full screen (1366 x 768 px)
 - Logo in Illustrator vector format (.ai, .eps)
 - Visual in editable Photoshop format (.psd)
- For video feeds on \approx 16:9 full screen (1366 x 768 px):
 - Short video (less than one minute) recommended, no audio
 - Recommended format: MPEG-2
 - Only other formats accepted: Flash 10 / QuickTime / animated GIF
- All files due no later than Friday, October 3, 2025.

\$5,000.00

Level 2 - Digital Screens near Exhibit Hall/200AB

(ADVCCC_QC019)



This cost-effective digital advertising opportunity is sure to catch delegates' attention as they stroll around Level 2, to and from sessions and the Exhibit Hall (networking, posters, coffee, refreshments, food, etc.).

Make an impression on delegates with unique images or videos to elevate your brand, promote your product, or draw attention to your presence at CCC by broadcasting directions to your booth, sharing or a coupon, sample, or discount code.

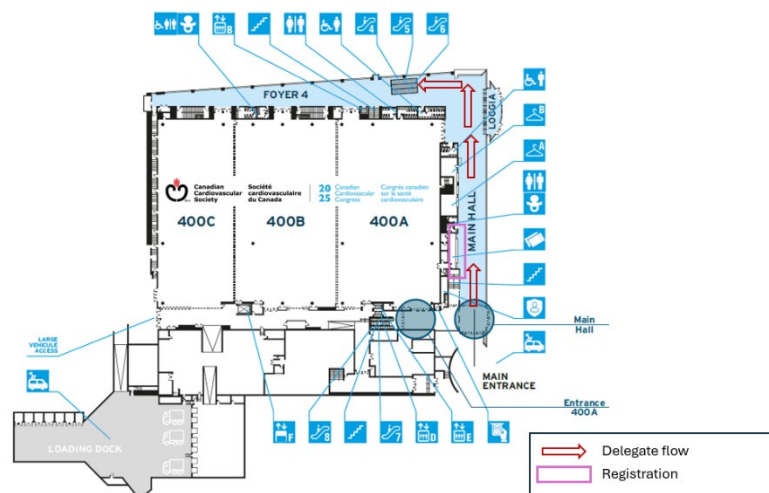
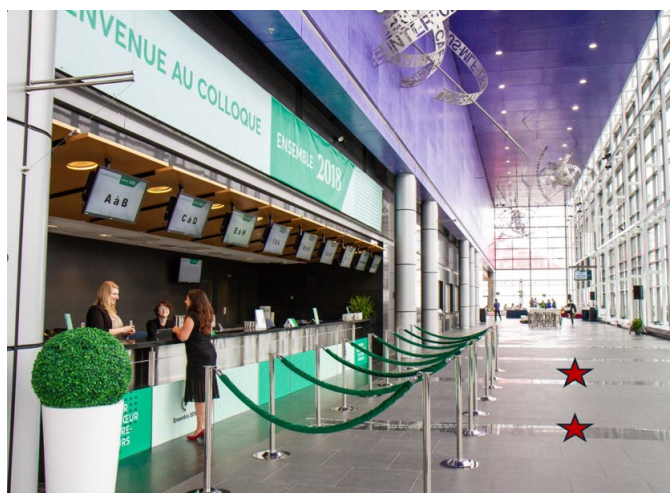
This opportunity includes:

- Package of 2 screens, offering options for static or video digital displays (maximum 10 static images in rotation or maximum 3 videos played in rotation).
- Note: 1 screen will be used for CCC event-related signage.
- Note: these digital displays (static or video) cannot be synced.
- Static digital ads:
 - 16:9 full screen (1920 × 1080 px)
 - Logo in Illustrator vector format (.ai, .eps)
 - Static editable Photoshop image (.psd)
- For video feeds:
 - Short video (less than one minute) recommended, no audio
 - 16:9 full screen (1920 × 1080 px)
 - Recommended format: MPEG-2
 - Only other formats accepted: Flash 10 / QuickTime / animated GIF
- All files due no later than Friday, October 3, 2025.

\$1,500.00

Level 4, Main Hall - South End Foyer Registration Floor Stickers

(ADVCCC_QC020)



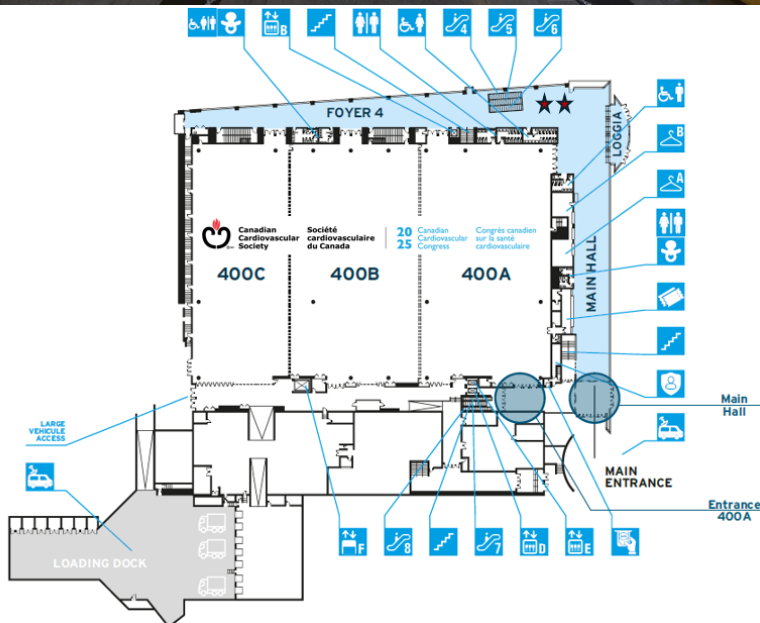
Looking to make a budget-friendly first impression with on-site delegates? This is your opportunity to advertise on the floor stickers in the Registration Foyer. You'll catch delegates' attention immediately upon arrival on Level 4, just beyond the Main Entrance near Registration and Coat Check. This main corridor will be a high traffic area.

This opportunity includes:

- A total of two (2) Level 4 foyer floor locations in the South End foyer, in proximity of Registration. Please note the same ad will be used across both locations – along the Main Hall corridor.
- The two (2) - 48" x 48" ad space is fixed, but the shape and dimensions are flexible and customizable.
- Production and installation.

\$3,500.00

Level 4, Main Hall - North End Foyer Floor Stickers (ADVCCC_QC021)



Catch delegates' attention as they walk through Level 4 towards the escalators to descend to Levels 3 and 2 (sessions, Exhibit Hall, etc.) catch all the congress action. Grab this budget-friendly floor sticker advertising that will make a first impression with delegates at the North End Foyer – a high traffic area, full of natural light and spaces for informal connections and conversations.

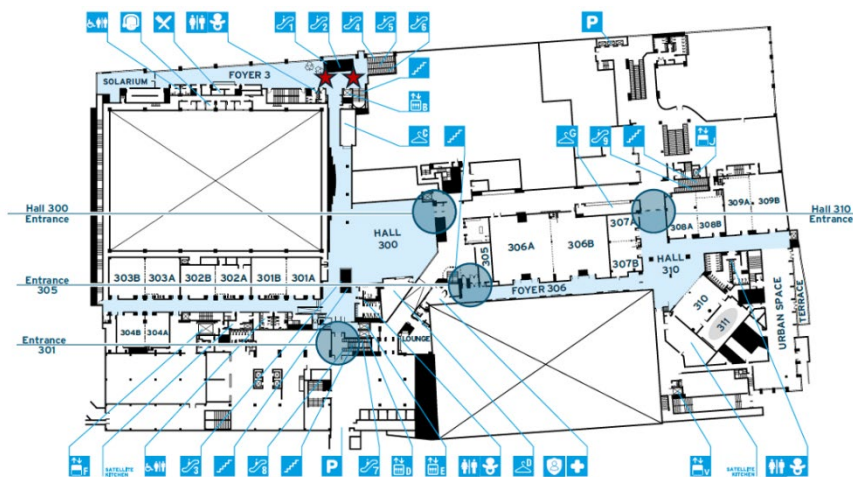
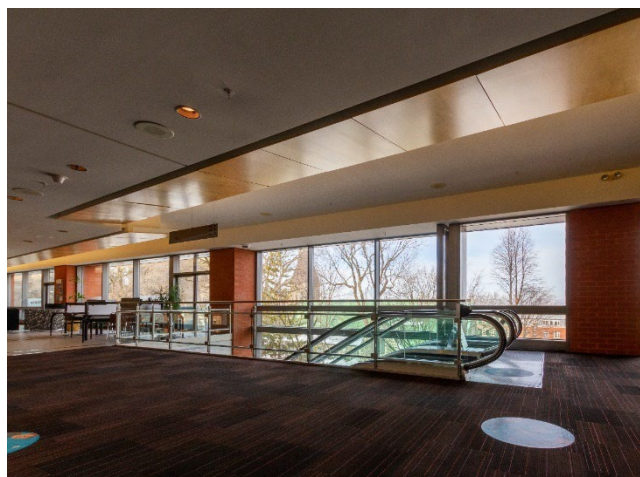
This opportunity includes:

- Two (2) 48" x 48" advertisements placed in the Level 4 foyer floor locations in the North End Foyer, in proximity of the escalators that delegates will take to access sessions.
- The same ad will be used across both locations, in one (1) of two (2) locations of your choice.
- The space for the two (2) 48" x 48" ads is fixed, but the shape and dimensions are flexible and customizable.
- Production and installation.

\$3,000.00

Level 3 - Foyer Floor Stickers

(ADVCCC_QC022)



Share your brand and message with delegates as they walk about Level 3, in between sessions.

This will be a high traffic area, as delegates contemplate moving to sessions on Level 3 or continuing on to Level 2, where they'll find more sessions and the Exhibit Hall (networking, posters, coffee, refreshments, food, etc.).

This opportunity includes:

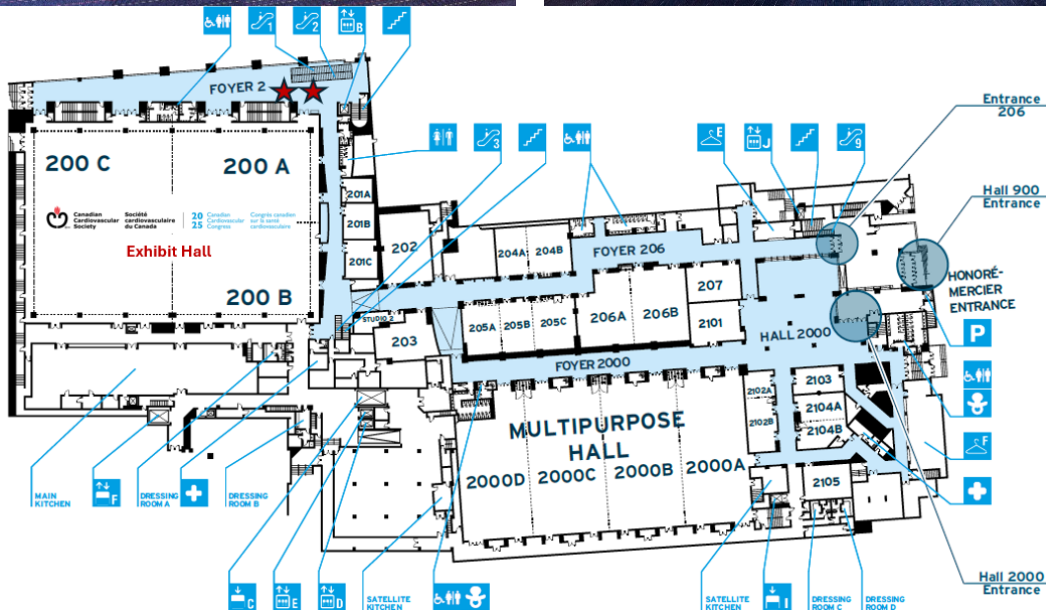
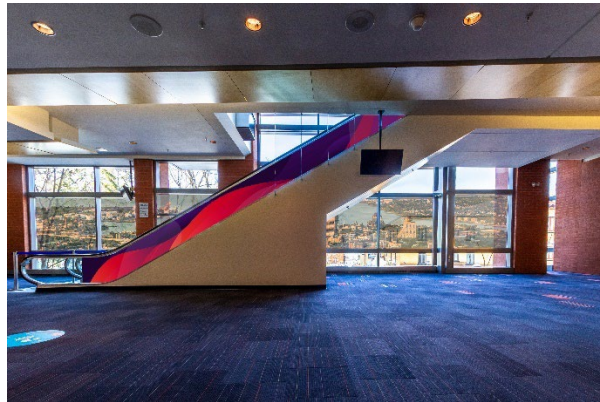
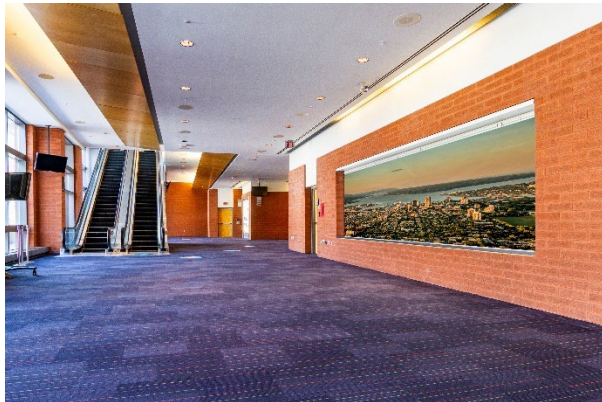
- Two (2) 48" x 48" advertisements will be placed in the Level 3 foyer, in proximity of the escalators that delegates will take to access sessions on Level 3.
- The same ad will be used across both locations, in a location of your choice.
- The space for the two (2) - 48" x 48" ads is fixed, but the shape and dimensions are flexible and customizable.
- Production and installation.

\$2,500.00

Level 2 - Exhibit Hall Foyer Floor Stickers

(ADVCCC_QC023)

A unique way to capture the attention of delegates arriving to Level 2: direct them to your booth in the Exhibit Hall with a message all your own.



Don't miss this opportunity to advertise on the floor stickers in the Exhibit Hall Foyer, as delegates look to find their way to sessions and to the Exhibit Hall (networking, posters, coffee, refreshments, food, etc.).

This opportunity includes:

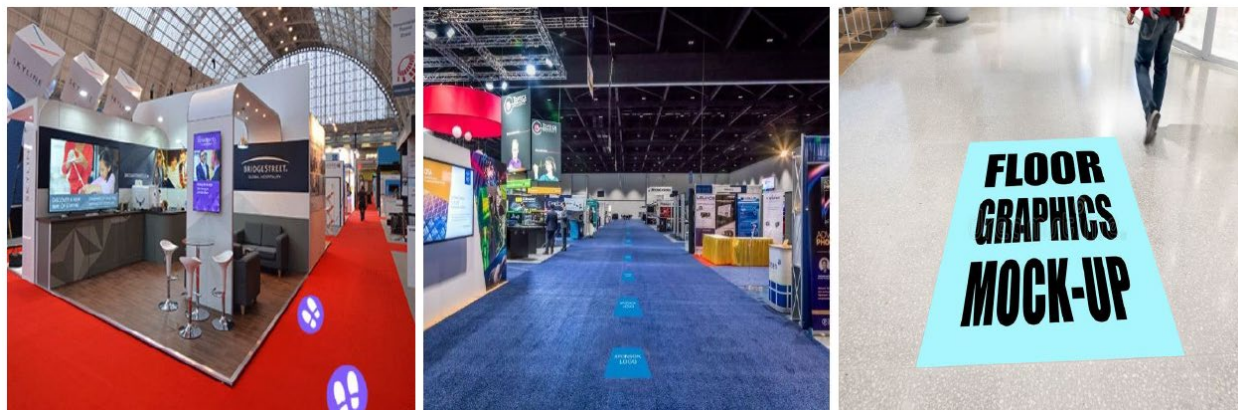
- Two (2) 48" x 48" advertisements will be placed on the floor of the Exhibit Hall Foyer.
- The same ad will be used across both locations, in location of your choice.
- The two (2) x (48" x 48") square feet of ad space is fixed, but the shape and dimensions are flexible and customizable.
- Production and installation.

\$2,500.00

Exhibit Hall – Floor Stickers

(ADVCCC_009)

Looking to standout in the Exhibit Hall with on-site delegates? Don't miss this opportunity to advertise on the floor stickers within the Exhibit Hall. As delegates browse the Exhibit Hall area share your message or direct them to your booth.



This opportunity includes:

- Two (2) 48" x 48" advertisements will be placed on the Exhibit Hall floor.
- The same ad will be used across both locations, in your choice of aisle.
- The two (2) x (48" x 48") square feet of ad space is fixed, but the shape and dimensions are flexible and customizable.
- Includes production and installation.

\$2,500.00

Email advertising: banner ad – Potential Delegates

(ADVCCC_004)



This eBulletin is brought to you by:



HLS Therapeutics

CCC 2020 Virtual is Kicking Off with a Celebration!

On Wednesday, October 21 at 7:30 PM EDT, join our Host Ansar Hassan as we welcome everyone to this [free](#) celebration of science and excellence!

[Register for the free Kick-Off session here.](#)

Please note that while the CCC 2020 Virtual Kick-Off is free, you must register for the other days to access the scientific program and exclusive networking events from October 22 - 24.



Access an audience of thousands of contacts in Canada's cardiovascular care network – thousands of potential CCC 2025 delegates – with one (1) banner ad in one (1) email sent in the lead up to CCC 2025. Capitalize on the opportunity to promote a product, a CCC 2025 sponsored event, or provide delegates with a coupon, sample, or discount code.

Did you know? CCC 2024 delegates opened CCC-related emails at an average rate of 75%, compared to an industry average of 42% across the nonprofit sector.

This opportunity includes:

- One (1) banner ad in one (1) CCC-related email, sent in the lead up to CCC 2025.
- Content can include product or corporate branding.
- Dimensions: 700 x 250px
- Send dates can be selected in your tasks on a first come first serve basis.
- Final artwork must be submitted by Investor no later than 10-business day prior to send date.

\$3,000.00

Email advertising: Banner ad – Registered Delegates

(ADVCCC_005)



This eBulletin is brought to you by:



HLS Therapeutics

CCC 2020 Virtual is Kicking Off with a Celebration!

On Wednesday, October 21 at 7:30 PM EDT, join our Host Anwar Hossain as we welcome everyone to this [free](#) celebration of science and excellence!

[Register for the free Kick-Off session here.](#)

Please note that while the CCC 2020 Virtual Kick-Off is free, you must register for the other days to access the scientific program and exclusive networking events from October 22 - 24.



Ensure your message reaches the inboxes of registered CCC 2025 delegates with one (1) banner ad in one (1) email sent in the lead up to CCC 2025.

This is your chance to promote a product, a CCC 2025 sponsored event, or provide delegates with a coupon, sample, or discount code.

Did you know?

CCC 2024 emails boasted an average 75% open rate, compared to an industry average of 42% across the nonprofit sector.

This opportunity includes:

- One (1) banner ad in one (1) CCC email, sent in the lead up to CCC 2025.
- Content can include product or corporate branding.
- Dimensions: 700 x 250px
- Send dates can be selected in your tasks on a first come first serve basis.

Final artwork must be submitted by Investor no later than 10-business day prior to send date.

\$4,500.00

Digital - Event App Banner Ad (Rotating)

(ADVCCC_018)



Required Images (width x height)	
1	7:1 aspect ratio, 1,080 pixels wide x 152 pixels high
2	9:1 aspect ratio, 1,920 pixels wide x 225 pixels high
3	11:1 aspect ratio, 2,048 pixels wide x 180 pixels high
4	13:1 aspect ratio, 1,920 pixels wide x 152 pixels high

Be seen by all the delegates in the event app, required for all registered delegates to access CCC. Your banner ad will rotate on a specific page in the event app. These banners are a very effective way to reach all the delegates while they are navigating the app.

This opportunity features:

- One (1) banner ad - specifications provided (see images).
- Content can include product or corporate branding.
- Link the banner ad to content within the App (Hub Talk, Speaker profile, Exhibit) or a URL of your choice.
- App supports portrait and landscape orientation on both phones and tablets.
- The banner ads are available in different sections of the app and ads will be placed the CCS's discretion: Expo, More Info, Schedule, People, Search.
- Final artwork must be submitted by Investor no later than September 4, 2025.

\$2,000.00

Web Advertising: CCC Know Before You Go Page

(ADVCCC_007)

The screenshot shows the 'Know Before You Go' page for the 2025 Canadian Cardiovascular Congress. The header features the Canadian Cardiovascular Society logo and name in both English and French. Navigation links include Home, Page Settings, QR Code, Search, and Login. The main content area is titled 'Know Before You Go' and includes a welcome message for the 2025 event in Vancouver. It provides detailed information about the Vancouver Convention Centre (VCC), including the main entrance address (1055 Canada Pl, Vancouver, BC V6C 0C3), SkyTrain directions (Waterfront Station), and parking information for both the West and East buildings. It also lists accepted payment methods (cash, VISA, Mastercard) and WiFi details (Network: CCC2024, Access Code: vancouver). A registration notice mentions the CCC 2024 app. The footer includes design credits to Cadmium and social media icons.

Enjoy brand exposure and reach while helping us keep delegates informed and connected to what they can expect at CCC 2025.

This is an exclusive digital advertising opportunity associated with the 2025 CCC Know Before You Go web page. All CCC 2025 related information will appear on this page (except for any accredited content and the program), including instructions about registration and how to download the event app to access CCC 2025 in-person. Your corporate ad will be prominently displayed on this dedicated page (with an option to hyperlink).

This opportunity includes:

- One (1) landscape ad hosted at the top of the dedicated Know Before You Go page - promoted to all registered delegates.
- The advertisement may have the option to hyperlink to an external webpage (subject to approval).
- Image, max 600 pixels wide, in jpg or png format.
- Your ad is visible during the month of October.
- Exclusive and unique metrics package

\$4,500.00

Digital Delegate Bag Insert

(ADVCCC_001)

All registered CCS 2025 delegates will receive a Digital Delegate Bag just days before the beginning of Congress. Take advantage of an opportunity to promote a product, a CCC 2025 sponsored event, or provide delegates with a coupon, sample, or discount code. An ideal opportunity to access on-site delegates to inform, promote, educate, and build awareness. The digital delegate bag will be sent via email to all registered delegates and made available in the event app and website.



Did you know? The average open rate for the digital delegate bag dedicated email is well above the industry average at almost 70%...and the click rate was almost 10 times the industry average!

This opportunity includes:

- One (1) PDF insert (in English, French, or both) in the Digital Delegate Bag.
- The CCC 2025 team will equitably promote Digital Delegate Bag inserts through a dedicated email to all registered delegates prior to Congress.
- The Digital Delegate Bag will be available in the event platform for up to 12 months after congress.
- Each sponsor may secure up to a maximum of 4 of this opportunity (subject to change)

\$775.00

Investor Metric Packages¹

Assess and report the return on your investment with these customized metrics packages that offer unique value. Note: each investment opportunity will specify the metrics package(s) included with the investment.

Description	Shared with
CCC 2025 anonymized delegate overview: Number of delegates, delegate demographics summary.	<ul style="list-style-type: none"> All CCC 2025 Sponsors Sponsors of accredited symposia and Hub Talks All CCC 2025 Exhibitors
CCC 2025 lead list²: Top delegate leads by area of interest (to be agreed upon between the sponsor and the CCS prior to the meeting). Delegate first and last name, city, province, country, institution, area of specialty, and email address.	<ul style="list-style-type: none"> CCC 2025 Platinum sponsors (up to 100 leads) CCC 2025 Gold sponsors (up to 50 leads)
Exhibit Metrics (Lead Retrieval): Exhibitors can track leads using scanners for delegates who visit their booth. The exhibitor will be provided the delegates' first and last name, city, province, country, institution, and area of specialty and email address. ²	<ul style="list-style-type: none"> All CCC 2025 Sponsors All those who purchase package (see more information on page 28)
Sponsored session: Anonymized summary data from attendee polling (if applicable).	<ul style="list-style-type: none"> Sponsors of accredited symposia and Hub Talks
Attendee list²: First name, last name, city, province, institution, area of specialty, email address.	<ul style="list-style-type: none"> Sponsors of accredited symposia and Hub Talks Any sponsored networking, as applicable
Promotions: Distribution metrics across channels (as applicable).	<ul style="list-style-type: none"> All CCC 2025 Sponsors Sponsors of accredited symposia and Hub Talks All promotional purchases, as applicable
Visibility: Access metrics (as applicable).	<ul style="list-style-type: none"> All promotional purchases, as applicable
Number of times a digital logo and/or digital ad was seen/ clicked on (as possible).	<ul style="list-style-type: none"> All promotional purchases, as applicable

¹ See page 66 (Sponsorship Guidelines) for details

² Attendee and registered delegate names will be shared in accordance with [CCS privacy policy](#).

Sponsorship Guidelines

The following guidelines maximize your participation while maintaining professional impartiality. They take into account existing guidelines of the Canadian Medical Association, Canada's Research-Based Pharmaceutical Companies, Innovative Medicines Canada's Code of Ethical Practices and the CCC's own Guidelines for Relationships with Supporters of Continuing Professional Development Activities.

- The CCC 2025 program agendas and content are determined by the CCS Scientific Program Committee, independent of influence from previous and prospective supporters or their agents.
- Logos, marks and/or corporate identifiers used for recognizing the CCC 2025 general meeting sponsors is limited to 'corporate' marks; 'parent brands' only will be accepted. No product logos or marks will be used for recognition. Select advertising and exhibit space, as permitted, may use brand names or product names, marks or identifiers.
- Investors may not organize any functions (physical, virtual, or otherwise) involving the CCC 2025 delegates that will conflict with any educational sessions or global social events. Investor promotions should enhance the activities of the CCC 2025 and never interfere with the official program. Penalties, including loss of first right of refusal for sponsorship, will be applied at the discretion of the CCS.
- The name and/or logo of the CCC 2025 and/or the CCS may not be used without express written permission from the CCS.
- The CCC 2025 program presentations may not be reproduced in any form without the written consent of the CCS.
- For full details regarding payment and cancellations, please refer to Payment Terms and Cancellation Policy¹.
- All investments in the CCC 2025 are subject to applicable taxes.
- Final investment details will be found in the Investor Services Center (ISC). The ISC will be the most up to date and accurate listing of details.
- Unless otherwise stated, opportunity fees do not include final artwork production or sample costs. This includes, but is not limited to advertisements, videos, web links and associated pages, or exhibit contents.
- If applicable, use of the CCC delegate list will be limited to content related to Investors' activities at the CCC 2025. Send dates are available from eight to two weeks prior to CCC (with a two-week blackout period before the event) and from one to eight weeks post-CCC (with a one-week blackout period after the event). Dates must be confirmed four (4) weeks prior to send date. Send date options will be available for selection on a first come first service basis through the ISC. Failure to select a date in advance may forfeit this benefit.
- If applicable, Digital Delegate Bag inserts must be reviewed and approved by the CCS, may not link to external resources without express written permission from the CCS, and are subject to existing guidelines of the Canadian Medical Association, the Royal College of Physicians and Surgeons of Canada, Innovative Medicines Canada's Code of Ethical Practices and the CCC's own Guidelines for Relationships with Supporters of Continuing Professional Development Activities.
- The CCS reserves the right to determine what is acceptable publicity and advertising at the CCC.

- The CCC reserves the right to restrict at any time, any display or activity which, in the CCS's judgement, does not conform to the educational or scientific purpose of CCC. In the event that the CCS deems such displays or activities to be inappropriate or undesirable, the CCS will issue an order to cease and desist. The CCS will assume no liability for any losses, costs or other expenses incurred by the affected "Investor".
- The Investor Services Center (ISC) will be the most up to date and accurate listing of details.
- If applicable, use of the data received through the CCC 2025 metrics packages must:
 - Follow the CCS privacy policy;² and
 - Comply with the Personal Information Protection and Electronic Documents Act (PIPEDA), and Canada's Anti-Spam Legislation (CASL).



¹See [CCC 2025 Payment and Cancellation Policy](#).

²See [CCS Privacy Policy](#)

Connect with the CCS network

Looking for ways to connect with the CCS network outside of Congress?

Consider advertising in the CCS Pulse!

Advertising in the CCS Pulse is a great way to reach cardiovascular physicians, surgeons, and specialists; cardiovascular residents, fellows, researchers-in-training, and students; and nurses, pharmacists, and other health professionals.

Gain access to a highly engaged audience by advertising to our 2,500+ members via our bi-weekly e-mail newsletter, **the CCS Pulse**, sent in both English and French.

The CCS Pulse enjoys average open rates of 62%.

Choose from a variety of options to advertise in the CCS Pulse, including different placement opportunities, and options for 1, 3, 6, and 12 months sends.

We also welcome inquiries for customized opportunities, email us at bd@ccs.ca.

