

Invitation to Invest

Education, Advertising & Exhibiting Opportunities

October 24–27, 2024
Vancouver, BC



**Canadian
Cardiovascular
Society**

20 Canadian
24 Cardiovascular
Congress

Table of Contents

Introduction.....	4
CardioQuest.....	4
Purchasing Process.....	5
Sponsorship.....	5
Vancouver Convention Centre Map	6
Education Opportunities.....	7
Accredited Symposium.....	7
Accredited Symposium Add-On – Section 3 Learning on Demand.....	8
Hub Talk Sessions.....	9
Advertising – Group A	10
Level 1 - Foyer Registration Staircase	10
Level 1 - Complimentary Coat Check	11
Level 1 - Foyer Registration Wall	12
Level 1 - Foyer Registration Side Wall.....	13
Level 1 - Lobby Burrard Fabric Wall.....	14
Level 1 - City Foyer Wall	15
Level 1 - Burrard Foyer Escalator Up/Down	16
Level 1 - City Foyer West Escalator Up/Down.....	17
Level 1 - Foyer Registration Window Banner.....	18
Event WIFI Sponsor	19
Advertising – Group B	20
Level 1 - Lobby Burrard Window Clings (Left)	20
Level 1 - Lobby Burrard Wood Wall (left of 109).....	21
Level 1 - City Foyer Hanging Double Sided Banner	22
Level 1 - Foyer Registration Stair Floor Decal (Bottom)	23
Level 1 - Lobby Thurlow Entry Stairs Pkg.....	24
Level 1 - City Foyer West Stairs Pkg	25
Level 1 - Burrard Foyer Stairs Pkg.....	26
Level 1 - Registration Washroom A Ads	27
Level 1 - Registration Washroom B Ads	28
Level 1 - Burrard/Ocean Foyer Washroom Ads.....	29
Level 1 - City Foyer Washroom.....	30

Exhibit Hall – Aisle Markers.....	31
Exhibit Hall - Window Cling	32
Exhibit Hall – Hanging Banner	33
Exhibit Hall - Coffee Breaks Single Day (AM/PM)	34
Host Hotel Key Cards Package.....	35
Advertising – Group C.....	36
Level 1 - Foyer Registration Floor Stickers (pkg 2).....	36
Level 1 - City Foyer Floor Stickers (pkg 2).....	37
Level 1 - Foyer Registration Pillars	38
Level 1 - Burrard Elevator Wall + Video.....	39
Level 1 - Lobby Burrard Window Clings (Right).....	40
Burrard Entrance Video Wall.....	41
Exhibit Hall – Information Desk	42
Exhibit Hall – Floor Stickers	43
eBulletin – Potential Delegates	44
eBulletin – Registered Delegates.....	45
Digital - Event App Banner Ad (Rotating).....	46
Social Media Hub	47
Digital Delegate Bag Insert.....	48
Exhibit Booths Packages	49
Exhibit 10' x 10' Standard – Not-for-Profit.....	49
Exhibit 10' x 10' Standard.....	50
Exhibit 10' x 10' Premium	51
Exhibit 10' x 20' Standard.....	52
Exhibit 10' x 20' Premium	53
Exhibit 10' x 20' Bring Your Own (BYO).....	54
Exhibit 10' x 20' Custom	55
Exhibit 20' x 20' Standard.....	56
Exhibit 20' x 20' Premium	57
Exhibit 20' x 20' Bring Your Own (BYO).....	58
Exhibit 20' x 20' Custom	59
Exhibit Metrics Connect.....	60
Exhibit Metrics Connect (Add'l)	61

Introduction

The Canadian Cardiovascular Society (CCS) is delighted to extend a special invitation to you for the upcoming Canadian Cardiovascular Congress (CCC) 2024, scheduled to take place from October 24 to 27 in the vibrant city of Vancouver, British Columbia.

The CCC has evolved into a cornerstone event for cardiovascular health and care in Canada, and we are excited to once again bring together professionals, innovators, and thought leaders. We are proud that the CCC is a place where cutting-edge science is presented, and lifelong relationships are built.

CCC 2024 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 you with this year's catalog of investment opportunities where you will discover a myriad of opportunities to elevate your brand, engage with industry leaders, and position your company at the forefront of innovation. Our comprehensive catalog offers a spectrum of advertising options, from high-impact digital campaigns to strategically placed physical ads, ensuring visibility that suits 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. Additionally, delve into our Education Opportunities segment, where you can unlock avenues to share insights and establish your brand as a thought leader in your field.

The future of cardiovascular health is being shaped at CCC 2024, 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.

NEW! CardioQuest

New this year, CCC is introducing an interactive gaming feature called CardioQuest. 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 or 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.

Purchasing Process

We will be opening our [Investor Services Centre](#) on February 12th, 2024 at 12:00 p.m. ET. This year we are trying a new purchasing process to allow for equitable access to the advertising for all our investors.

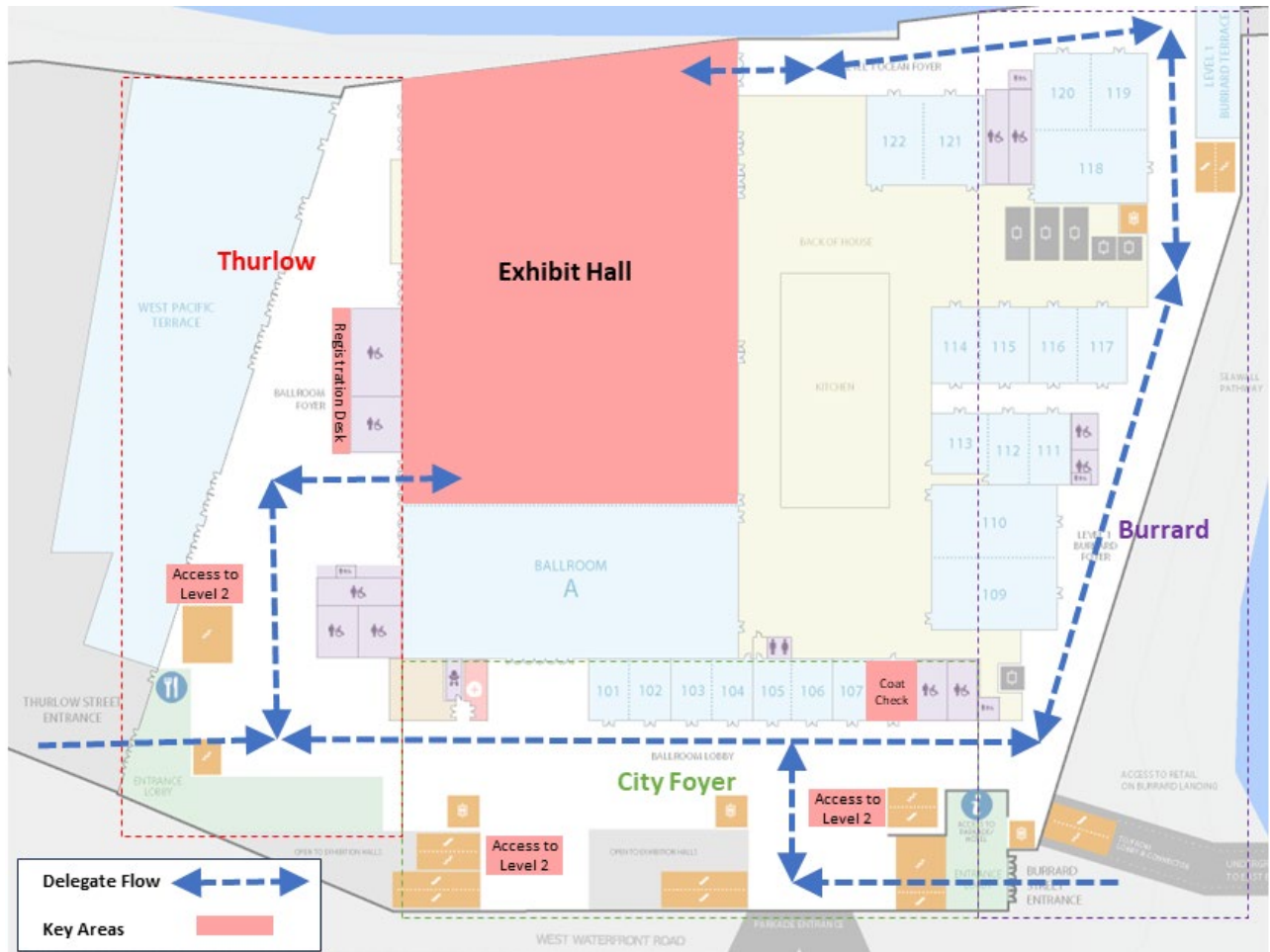
We have grouped the advertising opportunities into three groups, A, B and C. For the first two weeks, purchasing limits will be put into place for each category. After the two-week period ends, the category limits will be removed. There will however still be limits on single item purchases on items like Accredited Symposia, Hub Talks, certain ad placements, etc.

Sponsorship

If you are interested in sponsoring CCC 2024, we still have sponsorship opportunities available. Please refer to our [Invitation to Invest](#) to review our packages and offerings.

Vancouver Convention Centre (VCC) Map

As you navigate through the various opportunities in this catalog, you will note that there are references to areas like Thurlow, Burrard, City Foyer and Exhibition Hall. This map of the main floor of the VCC 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.



Education Opportunities

Elevate your industry influence and position yourself as a thought leader by seizing our exclusive Education Opportunities at CCC 2024. Showcase your company's innovations, impart valuable insights, and establish credibility among peers and potential clients. 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

(CPDAS_01)



Accredited Symposia (AS) are showcased and highly anticipated sessions at the CCC 2024. 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.

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.

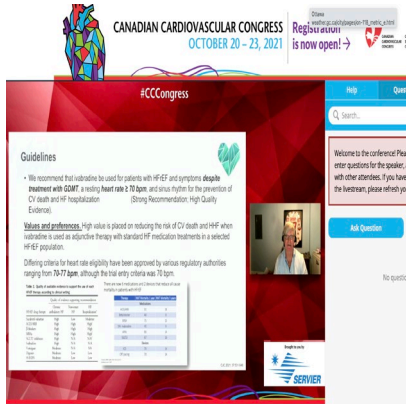
If you wish to maximize your investment and extend the reach of your symposium! You can additionally purchase an Accredited Section 3 Learning on Demand (CPDAS_02) add-on. This add-on will be hosted on CCS' Cardio Campus and remain active for 3 years or until it is no longer scientifically valid.

For full details (including a sample budget, process and detailed timelines) on committing to co-developing an AS at the CCC 2024 see the comprehensive [AS Guidance document](#).

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

\$50,000.00

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



You are invited to extend the reach of your Accredited Symposium (AS) beyond CCC 2024. The recording from the live delivery of the AS will be used to create a self-directed, online learning on demand program, accredited for RCPSC section 3 credits.

This program will be made available on CCS' Cardio Campus following CCC 2024, 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.

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 2024 AS content see the Section 3 On Demand Process [document](#).

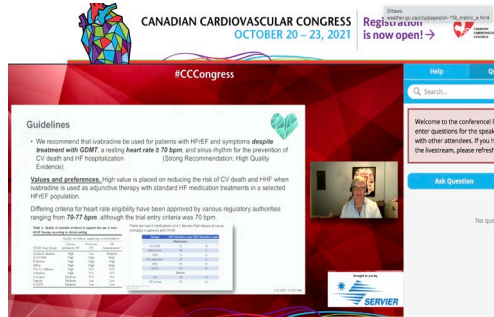
Note: For Diamond & Grand Patron sponsors a portion of the investment in Accredited Symposia will contribute to the cumulative recognition program.

\$25,000.00

Hub Talk Sessions (ADVCCC_015)



Hub Talks



Looking for an opportunity to host unaccredited educational programming for CCC delegates?
This is it!

You are invited to develop and deliver 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 2024 Accredited Scientific Program. These sound-bite sessions offer delegates an engaging learning opportunity.

Deliver a high-quality presentation with the support of a dedicated production manager allowing you to connect with all the CCC 2024 delegates. 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 Vancouver Convention Centre.
- The live delivery of the Hub Talk will be audio recorded and made available On Demand to eligible delegates after the CCC 2024 for up to 12 months.
- An access code for you to share your Hub Talk content for training purposes after CCC.
- Exclusive and unique metrics package – Sponsored Talk see page 17 [Invitation to Invest](#)
- 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 introduction)
- The CCC 2024 will promote Hub Talks as follows:
 - The Hub Talks will be included in the CCC 2024 Agenda.
 - A dedicated CCC eBulletin to CCC 2024 registered delegates prior to CCC.
 - A one-page flyer may be included as an insert in the CCC 2024 Digital Delegate bag (to be developed and provided by the sponsor).
 - Hub Talks aggregated post session evaluation data.
 - One (1) CCC 2024 registration for a Hub Talk presenter is included.

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

\$12,500.00

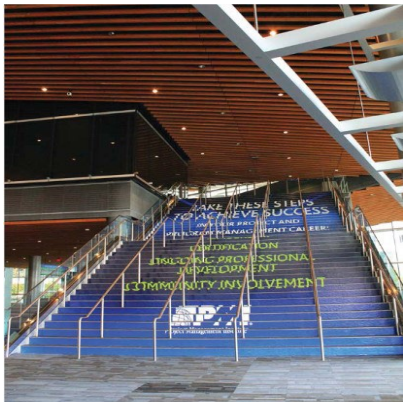
Advertising – Group A

Group A advertising opportunities allow you to supercharge your conference presence 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 make a bold statement, reinforcing your brand as an industry leader. 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.

Level 1 - Foyer Registration Staircase

(ADVCCC_VABC021)



Reach for the stars on this grand staircase! Your ad climbs the stairs and reaches for the stars. From the registration foyer, it will be seen by all delegates as they use the main staircase from Level 1 to Level 2 to access session rooms. As you face the staircase you will see your message displayed on the vertical fronts of 40 steps.

This opportunity includes:

- Advertisement on 40 vertical stair risers, each riser measures 279" width x 6.5" high.
- One (1) landing advertisement measuring 279" width 24" high.
- Includes production and installation.

\$30,000.00

Level 1 - Complimentary Coat Check (ADVCC_VABC008)



Located in Burrard Foyer of the Vancouver Convention Center (VCC), a central meeting spot for delegates. Providing complimentary coat check for CCC 2024 delegates is their first stop at the VCC. With the arch advertisement around the coat check room – let the delegates see your message alongside the simplicity of a complimentary coat check. This is a not-to-be-missed opportunity, delegates will see as they pass through the foyer 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.

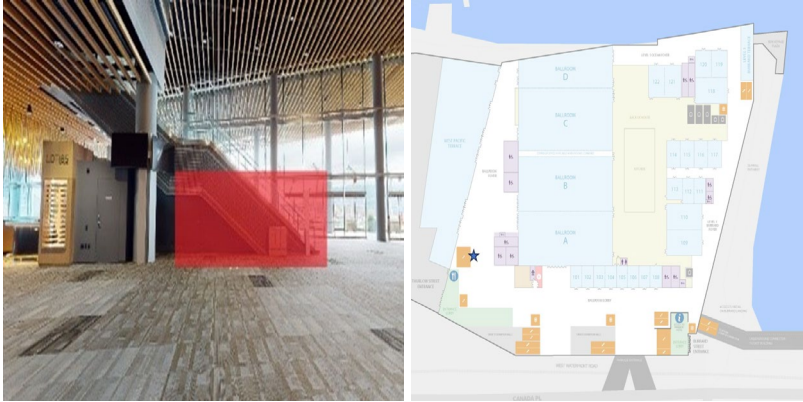
This opportunity includes:

- Complimentary Coat check for CCC delegates.
- Two (2) advertisement one header measuring (108" x 96") which must include the following text "Complimentary Coat check, brought to you by "; and one side panel measuring (111" x 45")
- Logo on delegates Coat check tickets
- Promotion to delegates in official CCC e-bulletin(s)
- Coat check ticket design and production
- Back of ticket with the following text: Not responsible for contents of garment(s) or any items left overnight.
- Advertisement & Ticket production and installation.

\$22,500.00

Level 1 - Foyer Registration Wall

(ADVCCC_VABC019)



CCC 2024 will be an event to remember in the beautiful city of Vancouver! This exclusive prominent opportunity to brand a custom-built single-sided wall in Thurlow Foyer on the way to Registration, at the base of the grand stairs heading to level 2. Bring your message to life with 160 sq ft of ad space in a highly visible, high traffic area.

Get your creative juices flowing, you could design a photo back drop! Be recognized for helping attendees capture new memories.

#CCCongress #selfie #butfirstlemmetakeaselfie #selfiestagram

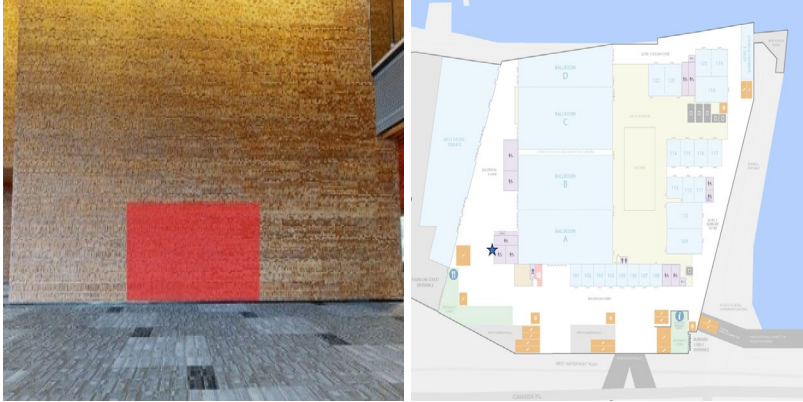
This exclusive opportunity includes:

- One (1) advertisement 20' w x 8' h wall advertisement on a single-sided custom-built fabric wall
- This advertisement is against the stairs to Level 2.
- Includes production and installation.

\$20,000.00

Level 1 - Foyer Registration Side Wall

(ADVCCC_VABC020)



CCC 2024 will be an event to remember in the beautiful city of Vancouver! This exclusive prominent opportunity to brand a custom-built single-sided wall facing the side of grand staircase. Delegates will pass by as they head to and front registration and the exhibit hall. Bring your message to life with 160 sq ft of ad space in a highly visible, high traffic area.

Get your creative juices flowing, you could design a photo back drop! Be recognized for helping attendees capture new memories.

#CCCongress #selfie #butfirstlemmetakeaselfie #selfiestagram

This exclusive opportunity includes:

- One (1) advertisement 20' w x 8' h wall advertisement on a single-sided custom-built fabric wall that delegates will see while they are collecting their badge and visiting the exhibit hall.
- This advertisement is located on the large side wall when you enter the Registration Foyer, just before the exhibit hall and across from the grand staircase on Level 1.
- Includes production and installation.

\$20,000.00

Level 1 - Lobby Burrard Fabric Wall

(ADVCCC_VABC013)



CCC 2024 will be an event to remember in the beautiful city of Vancouver! This exclusive prominent opportunity to brand a custom-built single-sided wall in Burrard Lobby across from room 108, close to the Vancouver Convention Centre globe, at the bottom of the stairs and escalators that connect to Level 2 session rooms to Burrard Foyer. Bring your message to life with 160 sq ft of ad space in a highly visible, high traffic area.

Get your creative juices flowing, you could design a photo back drop! Be recognized for helping attendees capture new memories.

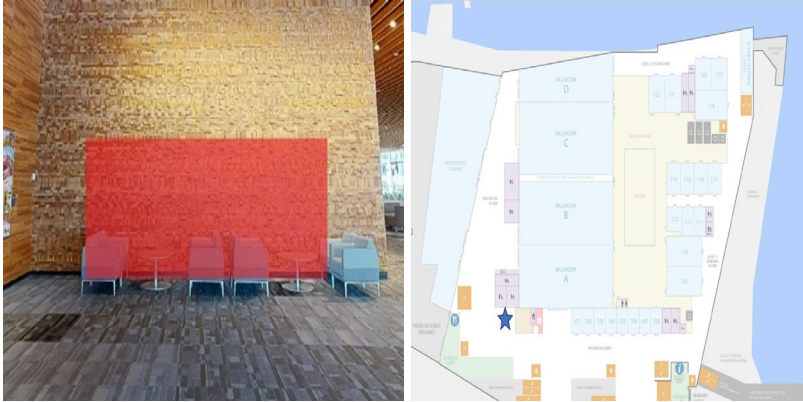
#CCCongress #selfie #butfirstlemmetakeaselfie #selfiestagram

This exclusive opportunity includes:

- One (1) advertisement 20' w x 8' h wall advertisement on a single-sided custom-built fabric wall
- This advertisement is across from room 108 and backs up against the Burrard Foyer escalators and stairs to Level 2.
- Includes production and installation.

\$20,000.00

Level 1 - City Foyer Wall (ADVCCC_VABC007)



A perfect spot to meet a friend or colleague, take a break, catch up on email. Centrally located near registration and the Exhibit Hall and across from the Vancouver Convention Centre Lot 185 Café.

This opportunity includes:

- One (1) large branded fabric wall (20' w x 8' h).
- Small group seating area with 8 – 12 seats.
- Includes production and installation.

\$20,000.00

Level 1 - Burrard Foyer Escalator Up/Down (ADVCCC_VABC010)



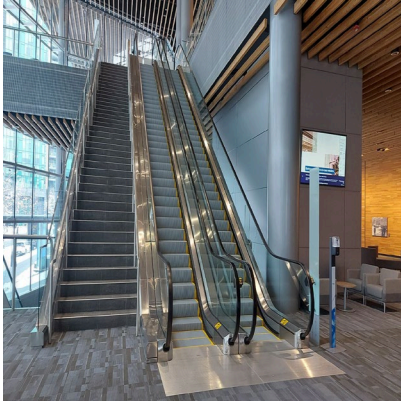
The escalators at Vancouver Convention Centre (VCC) bring delegates to Level 2 to access education sessions, an ideal way to deliver your brand to attendees. Give delegates 30-60 seconds of your brand while they travel to level 2 at VCC. This unique opportunity includes the "UP" & "DOWN" escalators between levels 1 and 2 with a total of four (4) surfaces to add your product/corporate message.

This opportunity includes:

- Four (4) advertisements on the interior glass panels of the "UP" & "DOWN" escalators (to left of stairs) connecting Level 1 Burrard and the Level 2 meeting rooms (467" x 26" each)
- Includes production and installation

\$20,000.00

Level 1 - City Foyer West Escalator Up/Down (ADVCCC_VABC003)



The escalators at Vancouver Convention Centre bring delegates to Level 2 to access education sessions, an ideal way to deliver your brand to attendees. Give delegates 30-60 seconds of your brand while they travel to level 2 at VCC.

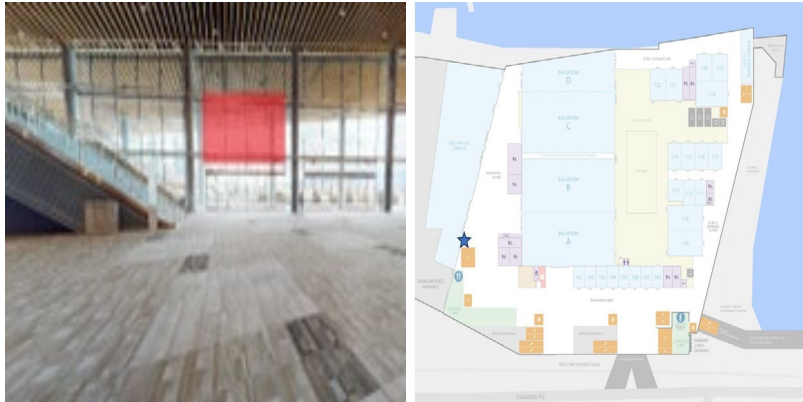
This unique opportunity includes the "UP" & "DOWN" escalators between levels 1 and 2 with a total of four (4) surfaces to add your product/corporate message.

This opportunity includes:

- Four (4) advertisements on the interior glass panels of the "UP" & "DOWN" escalators (to right of stairs) connecting Level 1 City Foyer and the Level 2 meeting rooms (467" x 26" each).
- Includes production and installation.

\$20,000.00

Level 1 - Foyer Registration Window Banner (ADVCCC_VABC027)



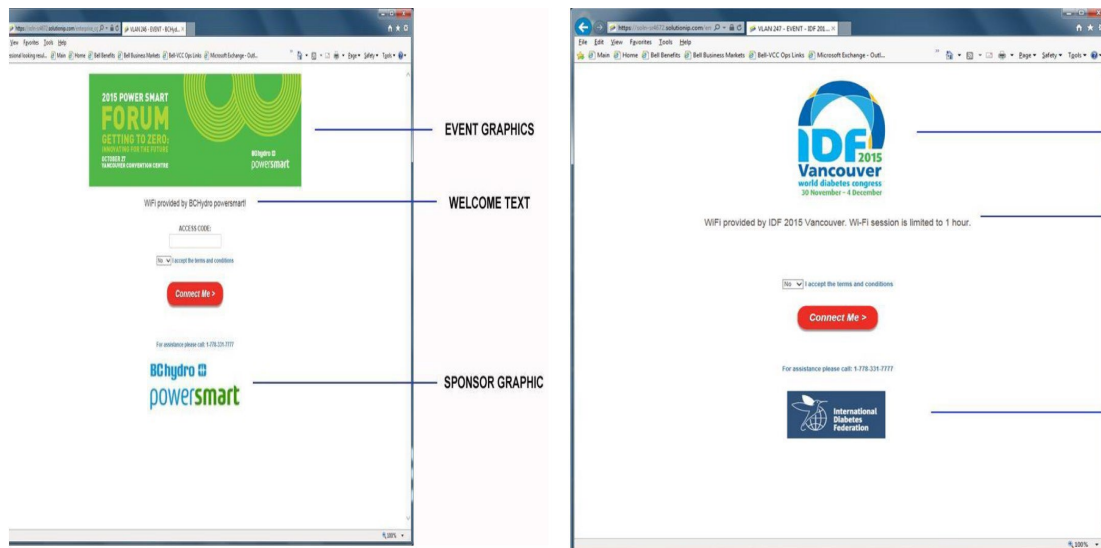
Boost your brand's visibility and capture the attention of passers-by with this statement ad placement opportunity above the exit doors at registration. Positioned on the window wall adjacent to the registration area and Level 1 exhibit hall. The large banner advertisement with 288 sqft a prime location to showcase your brand in a high-traffic area. The window banners serve as eye-catching displays that can effectively engage a diverse audience.

This opportunity includes:

- One (1) advertisement measuring 32' x 9' placed above the exit doors on the window wall adjacent to the registration area on Level 1.
- CCS will assign locations based on first come first served. Starting from left (next to the stairs) to right.
- Includes production and installation.

\$20,000.00

Event WiFi Sponsor (ADVCCC_006)



CCC 2024 is all about connectivity – reach delegates as they connect, each day, to the complimentary WIFI network at the Vancouver Convention Centre. Your organization will be recognized on the WIFI connection screen on delegates devices as they connect (and re-connect each day). First stop for delegates when they arrive at CCC will be to download the App to access the agenda.

This opportunity includes:

- Corporate name on the WIFI connection screen on delegates devices as they connect to the Vancouver Convention Centre WIFI network. [N.B. Delegates must connect and re-connect to the network daily to access the complimentary WIFI.]
- Promotion of the WIFI connection, without sponsor recognition, in the daily eBulletins to registered delegates
- Signage in the registration area will promote the complimentary WIFI connection, with sponsor recognition
- Password for WIFI network will be set by CCC 2024.

\$25,000.00

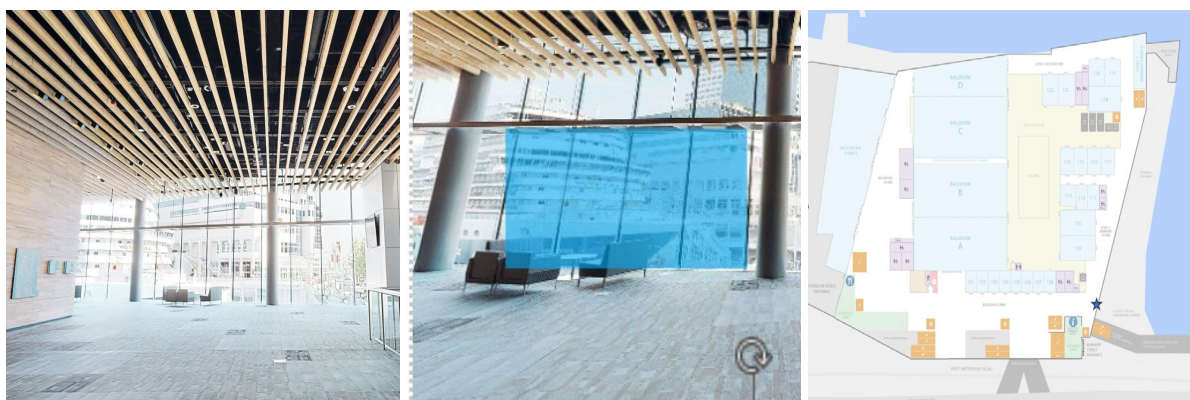
Advertising – Group B

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 VCC 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.

Level 1 - Lobby Burrard Window Clings (Left)

(ADVCCC_VABC017)



Boost your brand's visibility and capture the attention of passers-by with this exclusive ad placement opportunity on the windows in Burrard Foyer. Positioned on the window wall facing the cruise ships dock, these large six advertisements measuring 20' x 8' offer a prime location to showcase your brand in a high-traffic area. The window banners serve as eye-catching displays that can effectively engage a diverse audience as they move between from lobby to session rooms.

This opportunity includes:

- Four (4) window wide advertisements, each window measuring 20' h x 8' w.
- Includes production and installation.

\$15,000.00

Level 1 - Lobby Burrard Wood Wall (left of 109) (ADVCCC_VABC015)



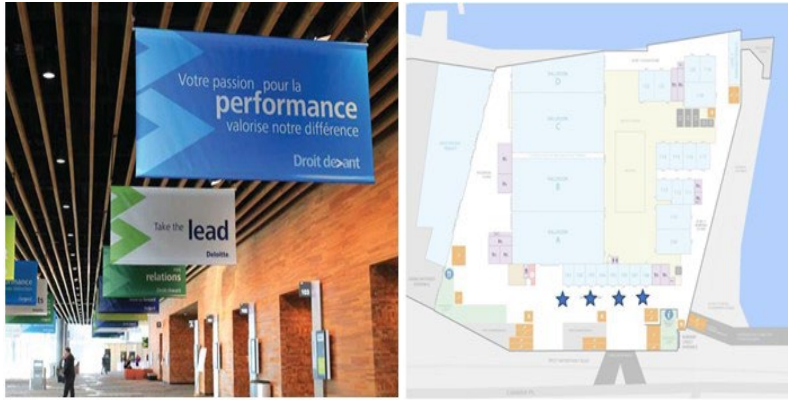
Boost your brand's visibility and capture the attention of passers-by with this EXCLUSIVE ad placement opportunity on the wood walls in Burrard lobby. Positioned on the wood wall facing the cruise ships dock, these large three advertisements measuring 80 sqft each and offer a prime location to showcase your brand in a high-traffic area. The wall banners serve as eye-catching displays that can effectively engage a diverse audience as they move between from lobby to session rooms.

This opportunity includes:

- Three (3) fabric wall banner advertisements each measuring (10' h x 8' w).
- Includes production and installation.

\$15,000.00

Level 1 - City Foyer Hanging Double Sided Banner (ADVCCC_VABC006)



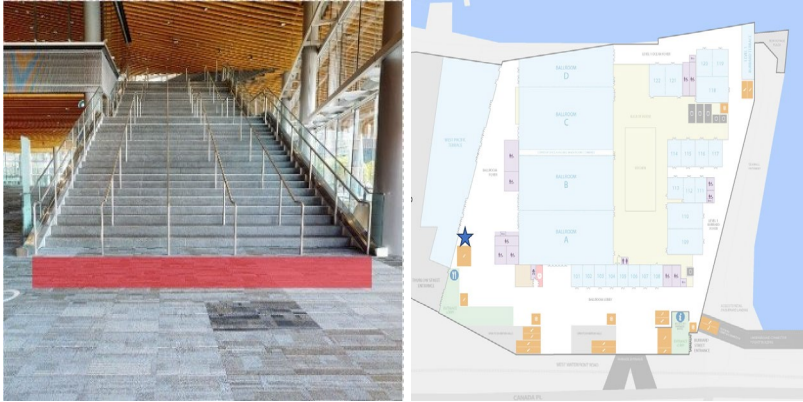
High visibility! Catch delegates as pass through the city foyer to reach registration, coat check, speaker ready room, exhibit hall and session rooms. This main corridor will be a high traffic area. In front of rooms 101 – 108.

This opportunity includes:

- This ad placement includes one (1) double sided hanging banner. Place your ad on both sides 120" w x 60" h each side. The same ad will be used on both sides.
- For best visibility we recommend using light colours in design.
- Includes production and installation.

\$12,000.00

Level 1 - Foyer Registration Stair Floor Decal (Bottom) (ADVCCC_VABC022)



Place your message in Level 1 registration foyer at the base of the grand staircase to level 2. Reach delegates as they pass through Level 1 daily to access registration, coat check, exhibit hall, speaker ready room, and session rooms.

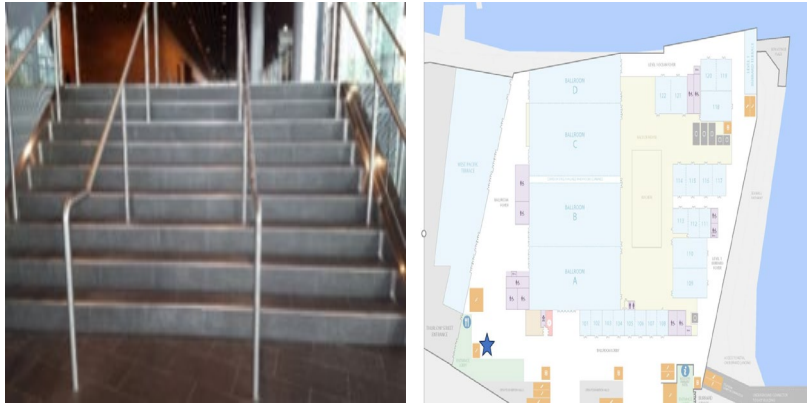
The hall is an open, flow-through space with windows along one side offering delegates a welcoming area to take a break, take a phone call or catch up with a colleague.

This opportunity includes:

- One (1) floor cling advertisement at the bottom landing of the grand staircase to level 2, measuring 279" x 83".
- Includes production and installation.

\$10,000.00

Level 1 - Lobby Thurlow Entry Stairs Pkg (ADVCCC_VABC016)



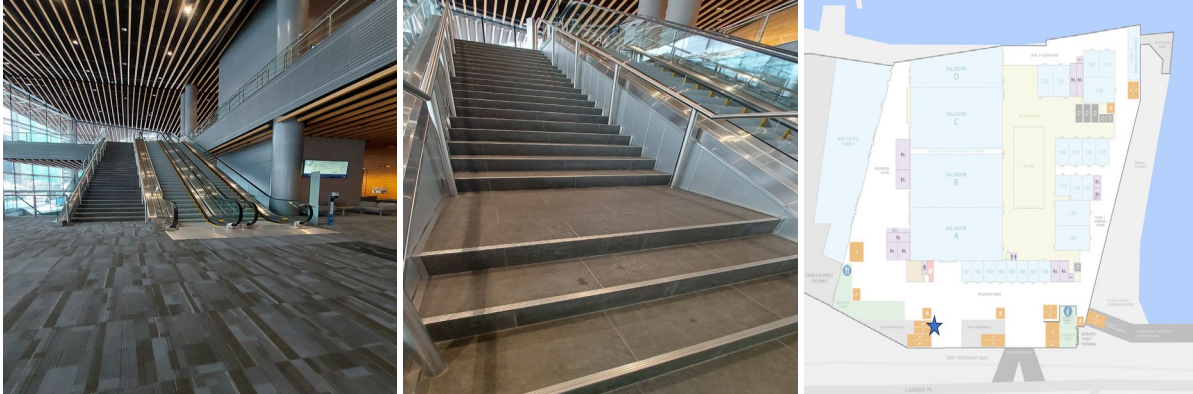
Catch delegates as they access Vancouver Convention Center via the Thurlow entrance. The nine stairs take you past the Lot 185 Café as you enter the Vancouver Convention Centre from Canada Place Way near Thurlow Street opposite the Fairmont Pacific Rim.

This opportunity includes:

- One (1) advertisement on the floor decal at the bottom of the Thurlow stairs when you enter the Vancouver Convention Centre from Canada Place Way near Thurlow Street opposite the Fairmont Pac Rim and Coast Hotel. (182"w x 24" l).
- Nine (9) advertisements on the rise of the nine Thurlow stairs when you enter the Vancouver Convention Centre from Canada Place Way near Thurlow Street (182' w x 6.5"h [Rise only]).
- One (1) advertisement on the floor decal at the top of the Thurlow stairs when you enter the Vancouver Convention Centre from Canada Place Way near Thurlow Street opposite the Fairmont Pac Rim. (182"w x 24" l).
- Includes production and installation.

\$12,500.00

Level 1 - City Foyer West Stairs Pkg (ADVCCC_VABC004)



Catch delegates as they access Level 2 meeting rooms from City Foyer. One of the shortest routes from the plenary room and Exhibit Hall on level 1 to level 2. Take the stairs to sessions rooms and see the Vancouver Convention Center bees adjacent to rooms 208, 209 & 210!

This opportunity includes:

- Ad placement on 41 stair risers - the vertical front of each step (69.25" w x 6.25" h each).
- Ad placement on the floor landing midway up the stairs (69.25" w x 41.5" d)
- Ad placement on the floor entrance to the stairs (30" w x 30" d)
- Includes production and installation.

\$11,000.00

Level 1 - Burrard Foyer Stairs Pkg (ADVCCC_VABC012)



Get a close-up view of the famous Vancouver Convention Centre globe as you walk up the 41 stairs from Level 1 to 2 to reach the session rooms on Level 2. A great spot to grab a selfie to share with friends and colleagues!

This opportunity includes:

- Ad placement includes 41 stair risers - the vertical front of each step (69.25" w x 6.25" h each).
- One (1) ad placement on the floor of the landing midway up the stairs (69.25" w x 41.5" d).
- One (1) ad placement on the floor entrance to the stairs (30" w x 30" d).
- Includes production and installation.

\$11,000.00

Level 1 - Registration Washroom A Ads (ADVCCC_VABC023)



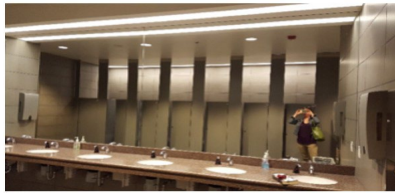
Connect with a captive audience of on-site delegates with this washroom advertising package. Offering exclusive advertising within both sets of washrooms on Level 1 registration area, this opportunity includes advertisements across washroom floors, mirrors or stalls.

This opportunity includes:

- A total of eighteen (18) ads across three (3) washroom locations floor/mirrors and/or stalls - the same one (1) ad (24" x 24") will be used in all washrooms outside Ballroom A.
 - Select one (1) of the following ad placements: front of stall doors, back of stall doors, wall, floor, for each washroom.
 - The two (2) square feet of ad space is fixed, but the dimensions are flexible and customizable
- Includes production and installation.

\$17,000.00

Level 1 - Registration Washroom B Ads (ADVCCC_VABC024)



Connect with a captive audience of on-site delegates with this washroom advertising package. Offering exclusive advertising within both sets of washrooms on Level 1 registration area, this opportunity includes advertisements across washroom floors, mirrors or stalls.

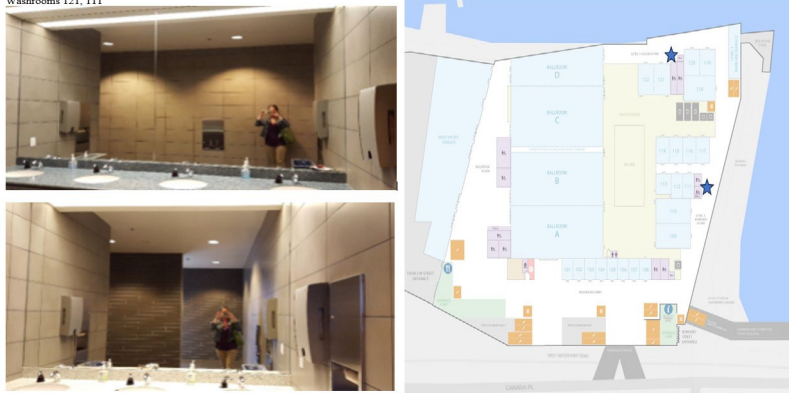
This opportunity includes:

- A total of twelve (12) ads across two (2) washroom locations floor/mirrors and/or stalls - the same one (1) ad (24" x 24") will be used in all washrooms near the exhibit hall entrance.
 - Select one (1) of the following ad placements: front of stall doors, back of stall doors, wall, floor, for each washroom.
 - The two (2) square feet of ad space is fixed, but the dimensions are flexible and customizable
- Includes production and installation.

\$15,000.00

Level 1 - Burrard/Ocean Foyer Washroom Ads (ADVCCC_VABC009)

Washrooms 121, 111



Connect with a captive audience of delegates with this washroom advertising package. Offering exclusive advertising within both sets of washrooms on Level 1 of the Vancouver Convention Centre near rooms 111 and 121, this opportunity includes eight (8) advertisements placements in each set of washrooms either the floors, mirrors and/or stalls.

This opportunity includes:

- A total of eight (8) ads across four (4) washroom locations floor/mirrors and/or stalls - the same one (1) ad (24" x 24") will be used in all washrooms near rooms 111 and 121.
 - Select one (1) of the following ad placements: front of stall doors, back of stall doors, wall, floor, for each washroom.
 - The two (2) square feet of ad space is fixed, but the dimensions are flexible and customizable
- Includes production and installation.

\$12,000.00

Level 1 - City Foyer Washroom (ADVCCC_VABC002)

Washrooms 121, 111



Connect with a captive audience of on-site delegates with this washroom advertising package. Offering exclusive advertising within both sets of washrooms on Level 1 of the VCC near room 108 just before the session rooms, this opportunity includes six (6) advertisements, at a placement of your choice in the washroom.

This opportunity includes:

- A total of six (6) ads across two (2) washroom locations floor/mirrors and/or stalls - the same one (1) ad (24" x 24") will be used in all washrooms near room 108.
 - Select one (1) of the following ad placements: front of stall doors, back of stall doors, wall, floor, for each washroom.
 - The two (2) square feet of ad space is fixed, but the dimensions are flexible and customizable
- Includes production and installation.

\$10,000.00

Exhibit Hall – Aisle Markers

(ADVCCC_010)



Looking to stand out above the crowd in the Exhibit Hall?

Exclusive! Don't miss this opportunity to advertise across all of the aisle markers within the Exhibit Hall. These aisle markers guide delegates to the different aisles in the Exhibit Hall area.

This opportunity includes:

- All six (6) double sided 4' wide x 8' high ceiling hung signs in the Exhibit Hall. The same ad will be used on both sides.
- Each sign with your advertisement will include an aisle number.
- Includes production and installation.

\$17,500.00

Exhibit Hall - Window Cling (ADVCCC_VABC008)



High Visibility! Place your message on the large glass windows welcoming delegates to the Exhibit Hall. Your message will be adjacent to the seating area used by delegates for coffee break, lunch and networking throughout the day.

This opportunity includes:

- Four (4) Window Clings each measuring 76.25" w x 133" h, perforated to allow light to pass through, visible to all delegates from interior only.
- Includes production and installation.

\$15,000.00

Exhibit Hall – Hanging Banner

(ADVCCC_011)



Looking to reach delegates as they peruse Exhibits, attend Hub Talks, explore Posters and grab coffee, lunch or cocktails each day? This 80 sq ft banner ad hanging high near key feature areas such as Food & Beverage in the Exhibit Hall is sure to be seen.

This opportunity includes:

- One (1) advertisement (96" w x 120" h), 80 sq ft
- There are a total of two (2) ads in this location – this opportunity is for one (1), but you may purchase both to make it an exclusive opportunity.
- Includes production and installation

\$12,000.00

—

Exhibit Hall - Coffee Breaks Single Day (AM/PM)

(ADVCCC_014)



Increase your exposure to delegates by advertising at the key networking opportunity - the daily coffee breaks. Coffee breaks are the must-have element of any meeting and this opportunity is sure to present your brand in a positive light. With coffee areas in the exhibit hall your name will be seen by almost all delegates.

This opportunity includes:

- Six (6) coffee breaks on Thursday, Friday and Saturday. Both morning and afternoon.
- One (1) sign per coffee area with the text "This Coffee Break brought to you by insert XXXX name, a XXXX level Sponsor (if applicable)."
- Branded Napkins, logo (product/corporate) plus "This Coffee Break brought to you by insert XXXX name, a XXXX level Sponsor (if applicable)."
- Break listed in program as "Sponsored Coffee Break".

\$15,000.00

—

Host Hotel Key Cards Package

(ADVCCC_003)



Hotel key cards are one of the first items guests see upon arrival downtown Vancouver. An opportunity to deliver immediate brand interaction that translates into an impressive ROI. *Did you know?* Key cards are viewed by each guest on average 10 times per day. Be the brand that delegates carry with them at CCC 2024!

This opportunity includes:

- Exclusive engraved branding on all key cards for CCC 2024 delegates staying at the Fairmont Waterfront (668 cards).
- Includes 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

*The hotel offers only 1 side of the sustainable wooden card for advertising.

\$10,000.00

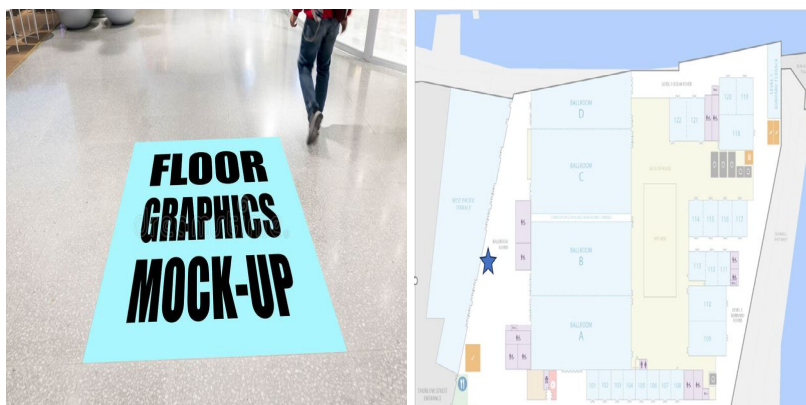
Advertising – Group C

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 online 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 physical ads guarantee visibility in key areas without the hefty price tag. These ads, though compact, 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 attendees 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 1 - Foyer Registration Floor Stickers (pkg 2)

(ADVCCC_VABC026)



Looking for a solid way to make a first impression with on-site delegates? Don't miss this opportunity to advertise on the floor stickers in the Registration Foyer.

This opportunity includes:

- Two (2) advertisement registration foyer floor stickers - the same ad will be used across both locations.
- The two (2) - (48" x 48") square feet of ad space is fixed, but the shape and dimensions are flexible and customizable.
- Includes production and installation.

\$3,000.00

Level 1 - City Foyer Floor Stickers (pkg 2) (ADVCCC_VABC005)



Catch delegates as pass through the city foyer to reach registration, coat check, speaker ready room, exhibit hall and main plenary room. This main corridor will be a high traffic area.

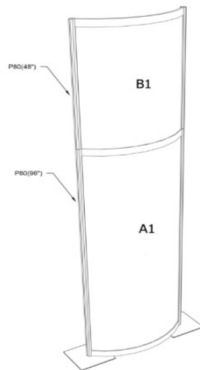
This opportunity includes:

- A total of two (2) city foyer floor locations - the same ad will be used across both locations in front of rooms 101 - 108.
- The two (2) - 48" x 48" ad space is fixed, but the shape and dimensions are flexible and customizable.
- Includes production and installation.

\$3,000.00

—

Level 1 - Foyer Registration Pillars (ADVCCC_VABC025)



Graphic Panel Sizes
A1 = 42 3/4" x 91 1/2"
B1 = 42 3/4" x 46 1/2"
Silver Metal



The advertising pillars in the registration foyer leave lasting impression on delegates and passers-by as they gaze out the beautiful windows at the snowcapped mountains. Pillar advertising can be particularly effective in reinforcing your brand or delivering a short-term marketing campaign. Don't miss your chance to give CCC 2024 delegates something to talk about!

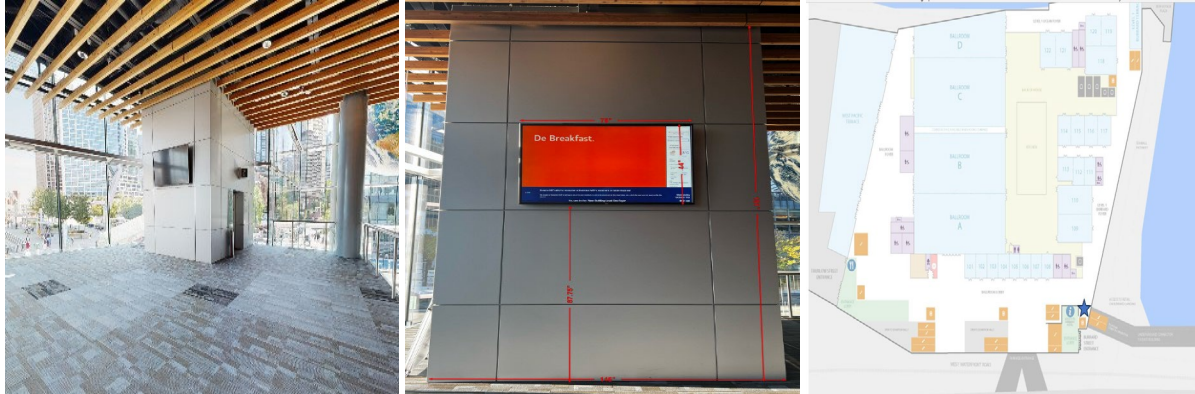
This opportunity includes:

- One (1) half curved one side pillar advertisements - each measuring a total of (42.75" w x 115.125" h) in the registration foyer of Level 1.
- Includes production and installation.

\$5,000.00

—

Level 1 - Burrard Elevator Wall + Video (ADVCCC_VABC014)



Mix and Match with this eye-catching location that mixes static space with a dynamic digital space incorporated into the ad. As delegates are leaving session rooms via Burrard Lobby to head to the coat check, exhibit hall or plenary room. With this unique and exclusive offering, you can add content to the digital screen. With cruise ships visible on left heading towards your activation and the VCC globe on the right, you are in the middle with great exposure!

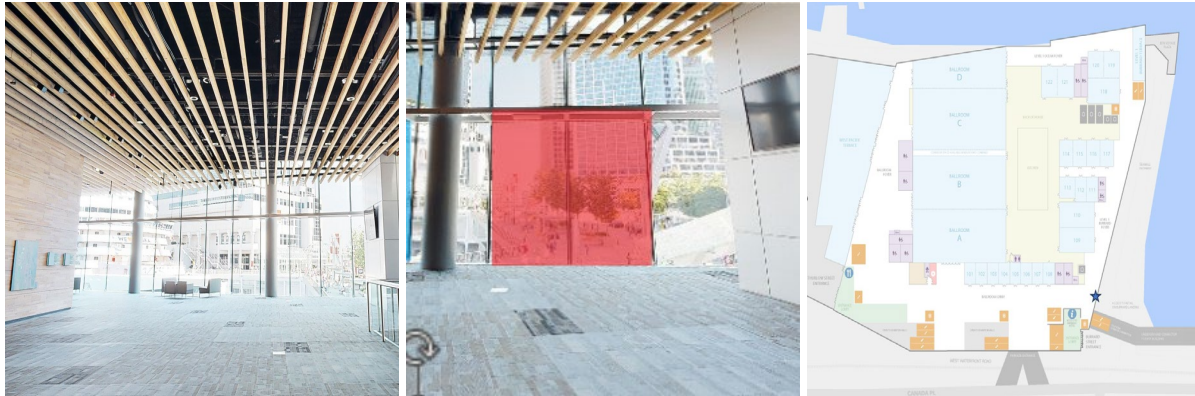
This exclusive opportunity includes:

- One (1) advertisement 145" w x 87.75" h applied with peel and stick clings.
- One (1) digital 84" screen in the centre of your branded area for your customized content.
- Includes production and installation for advertisement cling.
- Digital image must be developed and provided by the sponsor according to specifications.

\$8,000.00

Level 1 - Lobby Burrard Window Clings (Right)

(ADVCCC_VABC018)



Boost your brand's visibility and capture the attention of passers-by with this exclusive ad placement opportunity on the windows in Burrard Foyer. Positioned on the window wall facing the cruise ships dock, these large six advertisements measuring 160 sq ft offers a prime location to showcase your brand in a high-traffic area. The window banners serve as eye-catching displays that can effectively engage a diverse audience as they move between from lobby to session rooms.

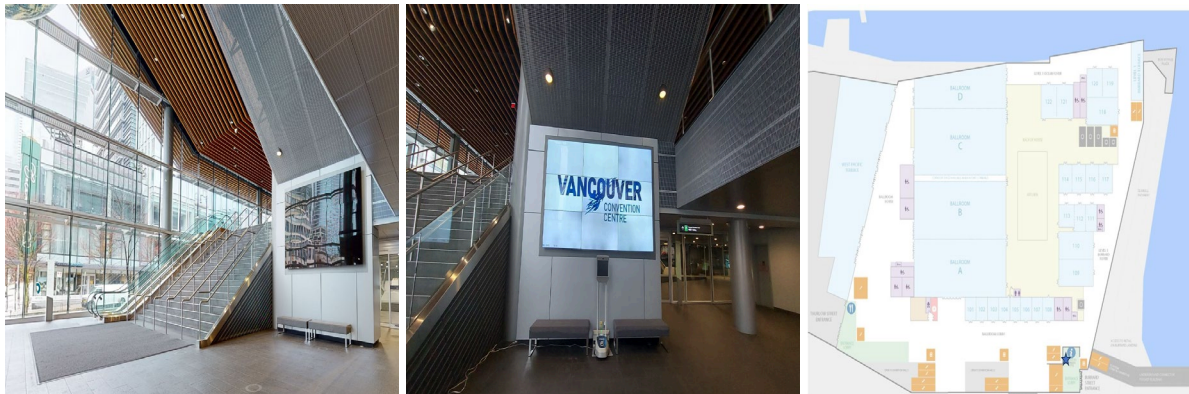
This opportunity includes:

- Two (2) window advertisement each window measuring at 20' h x 8' w.
- Includes production and installation.

\$7,500.00

Burrard Entrance Video Wall

(ADVCCC_VABC001)



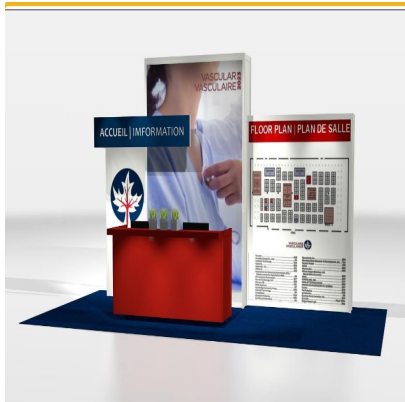
The Burrard entrance welcomes delegates with the globe. This grand entrance draws delegates from the Fairmont Waterfront and the Pan Pacific hotels. Delegates will be sure to see this large format, digital wall ad. The showcased advertising opportunity is for a product, corporate branded image, or short video. This opportunity gives you flexibility to deliver a static message or a video message as delegates enter the VCC to attend CCC 2024.

This opportunity includes:

- One (1) ad (static image or 25 second silent video) to be displayed in a large format, multi-screen, rotating digital ad placement with up to 4 other advertisements and one welcome message from the CCC 2024.
- Each advertisement will be played for 25 seconds.
 - Note that any video will be silent (no audio).
 - More than one (1) ad spot may be secured – invest in all 4 to make this an exclusive opportunity.

\$4,000.00

Exhibit Hall – Information Desk (ADVCCC_013)



Be seen as the first point of contact and capture the attention of delegates with an ad placement opportunity at the information desk. Located in a central and highly visible area at the entrance of the Exhibit Hall. The information desk provides a prime location for branding that ensures your message reaches a diverse and engaged audience.

This opportunity includes:

- One (1) advertisement on the base of the information desk which is strategically located at the entrance of the Exhibit Hall. Size: 150 sq. ft.
- Includes production and installation.

\$5,000.00

Exhibit Hall – Floor Stickers

(ADVCCC_009)



Looking for a solid way to stand out 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

eBulletin – 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 Anwar Hassen 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 over 18,000 contacts – thousands of potential CCC 2024 delegates – with one (1) banner ad in one (1) eBulletin sent in the lead up to CCC 2024. Capitalize on the opportunity to promote a product, a CCC 2024 sponsored event, or provide delegates with a coupon, sample, or discount code.

Access an audience of over 18,000 contacts - thousands of potential CCC 2024 delegates. This opportunity includes:

- One (1) banner ad in one (1) eBulletin sent in the lead up to CCC 2024.
- 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

eBulletin – 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 Hassen 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.



An ideal opportunity to access CCC 2024 registered delegates to inform, promote, educate, and build awareness, with one (1) banner ad in one (1) eBulletin sent to registered delegates leading up to CCC 2024. Capitalize on the opportunity to promote a product, a CCC 2024 sponsored event, or provide delegates with a coupon, sample, or discount code.

This opportunity includes:

- One (1) Banner Ad in one (1) CCC 2024 eBulletin sent to registered delegates leading up to CCC2024. Capitalize on the opportunity to promote a product, a CCC 2024 sponsored event, or provide delegates with a coupon, sample, or discount code.
- Content can include product or corporate branding.
- Dimensions: 700 x 250px
- Send dates can be selected in your tasks on a first come, first served 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)



The image shows a smartphone displaying an event app interface. At the top, there is a red banner placeholder labeled "SPONSOR BANNER HERE". Below it, there are navigation options: "Browse by Day", "Browse by Type", "Browse by Track", and "Browse by Booth". A section titled "Banner Examples" shows three sample banners: 1. "EXPAND YOUR SKILLS AS AN OR, NURSE IN THE U.S. ARMY RESERVE. VISIT Booth # 610. CLICK HERE" with a "CLICK HERE" button. 2. "Performance you can trust. VTI Disposable Surgical Doppler Probes. BOOTH 1246". 3. "PICO 7 #2416".

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

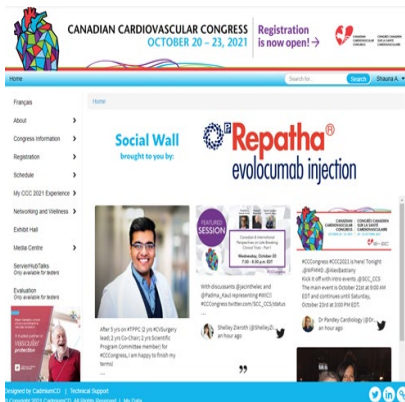
Be seen by all the delegates as they navigate their way through the event app. Your banner ad will rotate on a specific page in the event app. These banners are a very effective way to reach all the delegates while they are navigating the app.

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 2, 2024.

\$2,000.00

Social Media Hub (ADVCCC_007)



Let's get social! Help us keep all delegates connected to what's being talked about at CCC 2024!

This is an exclusive digital advertising opportunity associated with the CCC 2024 social media hubs. CCC 2024 social media activity will be curated in real-time on the CCC 2024 website, and in the social media hub in the event app. Your corporate ad will be prominently displayed on these dedicated pages (with an option to hyperlink).

This opportunity includes:

- One (1) landscape ad hosted at the top of the dedicated social media pages (collating all social media posts related to CCC 2024 in real time) in the CCC 2024 app and the digital event platform – all of which are accessible 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)

Check out your Virtual Delegate Bag below!

Alnylam - Genetic Testing Alnylam Act for patients

Alnylam - hATTR Handout

Amgen - Repatha Fourier

AstraZeneca - Forxiga

B2K 20 Accredited Symposium Invitation

Bloomex Pamphlet

BMS-Pfizer Accredited Symposium Invitation

Canadian Physician Support Company - Leadership Support

All registered CCS 2024 delegates will receive a Digital Delegate Bag. Capitalize on the opportunity to promote a product, a CCC 2024 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 eBulletin was 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 CCS 2024 team will equitably promote Digital Delegate Bag inserts through a dedicated eBulletin 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)

\$750.00

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 2024 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. Maximize your networking opportunities and stay top-of-mind by participating in on-site activities, workshops, and discussions. 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.

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

Exhibit 10' x 10' Standard – Not-for-Profit (EXHIBIT_10S_NFP)



Each **NOT-FOR-PROFIT 10' x 10'** booth package includes what's in the photo here.

- 1 10' wide backwall structure (8' high)
- 1 1.5 x 2.5m graphic panel
- 1 1m x 2.5m graphic panel
- 1 CardioQuest gaming opportunity (worth 100 pts)

Note: There is limited availability for this booth package.

\$4,600.00

Exhibit 10' x 10' Standard (EXHIBIT_10S)



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

- 1 (10') backwall structure with returns (8' high)
- 1 20" x 40" white counter with front graphics
- 1 stool
- 1 1.5 x 2.5m graphic panel
- 1 1m x 2.5m graphic panel
- 1 arm light
- 1 CardioQuest gaming opportunity (worth 100 pts)

\$7,200.00

Exhibit 10' x 10' Premium (EXHIBIT_10P)



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

- 1 (10') backwall structure with returns (8' high)
- 1 20" x 40" white counter with front graphics
- 1 stool
- 1 1.5 x 2.5m graphic panel
- 1 1m x 3m graphic panel
- 1 40" television
- 1 arm light
- 1 CardioQuest gaming opportunity (worth 100 pts)

Note: computer must be supplied by the exhibitor

\$10,750.00

Exhibit 10' x 20' Standard (EXHIBIT_20S)



The Exhibit Lounge is conducive to delegate traffic, engagement, conversations and showcasing of your information and products.

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

- Singled-sided 10' backwall, with 1m returns (8' high)
- 1 20" x 58" white counter with front graphic
- 6 stools
- 1 Cocktail table
- 2 arm lights
- 2 Branding opportunities, 2m x 2.5m and 3m x 2.5m
- 1 CardioQuest gaming opportunity (worth 150 pts)

\$15,250.00

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 with 1m returns (8' high)
- 1 20" x 58" white counter with front graphics
- 6 stools
- 1 cocktail table
- 1 2m x 3m graphic panel
- 1 3m x 2.5m graphic panel
- 2 arm lights
- 1 55" television
- CardioQuest gaming opportunity (worth 150 pts)

Note: computer must be supplied by the exhibitor

\$22,500.00

Exhibit 10' x 20' Bring Your Own (BYO) (EXHIBIT_20BYO)

Already have a booth that's 'just right'? Upgrade to a 10' x 20' BYO booth package and ship, install and tear down your own booth this year.

- Cost of booth, shipping, installation and dismantle, etc., will be the responsibility of the exhibitor, and will be coordinated and billed through the 2024 Exhibit Hall vendor, GES. See official Exhibit Hall vendor GES webpage (*coming soon*) 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 15, 2024.
- Order must be placed by: August 31, 2024
- Includes 1 CardioQuest gaming opportunity (worth 150 pts)

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.

\$12,750.00

Exhibit 10' x 20' Custom (EXHIBIT_20C)



Upgrade to a **CUSTOM 10' x 20'** booth package. The custom booth will be built a-la-carte* with the Exhibit Hall vendor, GES. See images below for some of the available 10' x 20' Custom Booth configurations.

- Minimum requirements: carpet, branded, 8' height.
- 1 CardioQuest gaming opportunity (worth 150 pts)
- Order must be placed by: August 31, 2024

Note: This price is for the Exhibit Hall "footprint" only. Additional fees for the customized booth package will apply and be billed to your organization directly from GES.

\$10,250.00

Exhibit 20' x 20' Standard (EXHIBIT_2020S)



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

- 1 6m x 1m central double-sided wall (10' high)
- 2 20" x 58" white counter with front graphics
- 8 stools
- 2 cocktail table
- 2 2m x 3m graphic
- 2 2m x 2.5m graphic
- 1 coffee table
- 2 tub chairs
- 4 arm lights
- 1 CardioQuest gaming opportunity (worth 200 pts)

\$30,500.00

Exhibit 20' x 20' Premium (EXHIBIT_2020P)



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

- 1 6m x 1m central double-sided wall (10' high)
- 2 20" x 58" white counter with front graphics
- 8 stools
- 2 cocktail table
- 2 2m x 3m graphic
- 2 2m x 2.5m graphic
- 1 coffee table
- 2 tub chairs
- 4 arm lights
- 1 55" television
- 1 CardioQuest gaming opportunity (worth 200 pts)

Note: computer(s) must be supplied by exhibitor

\$40,750.00

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

(EXHIBIT_2020BYO)

Already have a booth that's 'just right'? Upgrade to a 20' x 20' BYO booth package and ship, install and tear down your own booth this year.

- Cost of booth, shipping, installation and dismantle, etc., will be the responsibility of the exhibitor, and will be coordinated and billed through the 2024 Exhibit Hall vendor, GES. See official Exhibit Hall vendor GES webpage (*coming soon*) 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 15, 2024.
- 1 CardioQuest gaming opportunity (worth 200 pts)
- Order must be placed by: August 31, 2024

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

\$24,500.00

Exhibit 20' x 20' Custom (EXHIBIT_2020C)



Upgrade to a **CUSTOM 20' x 20'** booth package. The custom booth will be built a-la-carte* with the 2024 Exhibit Hall vendor, GES. See images below for some of the available 20' x 20' Custom Booth configurations.

- Minimum requirements: carpet, branded, 8' height.
- 1 CardioQuest gaming opportunity (worth 200 pts)
- Order must be placed by: **August 31, 2022**

Note: This price is for the Exhibit Hall "footprint" only. Additional fees for the customized booth package will apply, and be billed to your organization directly from GES.

\$20,500.00

Exhibit Metrics Connect

(ADVCCC_019)

Want to build on the connections made at CCC 2024?

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.
- Purchase additional packages at a reduced cost for multiple users in your booth.

Metrics Package descriptions, please review the (Page 17 of the Invitation to Invest) [Invitation to Invest](#).

\$750.00

Exhibit Metrics Connect (Addt'l)

(ADVCCC_020)

Want to build on the connections made at CCC 2024?

After purchasing an initial Metrics Connect Package, Exhibitors can add-on additional Metrics Connect package at a reduced cost.

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.

NB: Must already have purchased a Metrics Connect Package.

Metrics Package descriptions, please review the (Page 17 of the Invitation to Invest) [Invitation to Invest](#).

\$400.00