

# Invitation to Invest

October 24–27, 2024  
Vancouver, BC



**Canadian  
Cardiovascular  
Society**

**20  
24** Canadian  
Cardiovascular  
Congress

**Dear Valued Partner,**

On behalf of the Canadian Cardiovascular Society, I am 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 to network, learn from each other, and build lasting connections.

Why partner with us?

- Participate in Canada's premiere 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 exposure of your brand across your target audiences.
- Increase your knowledge by participating in aspects in our programming.

**9/10 delegates would recommend the CCC.**

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 encourage you to reach out to us with any questions, ideas, or specific objectives you have in mind. 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 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.



We look forward to your participation and partnership in CCC 2024.

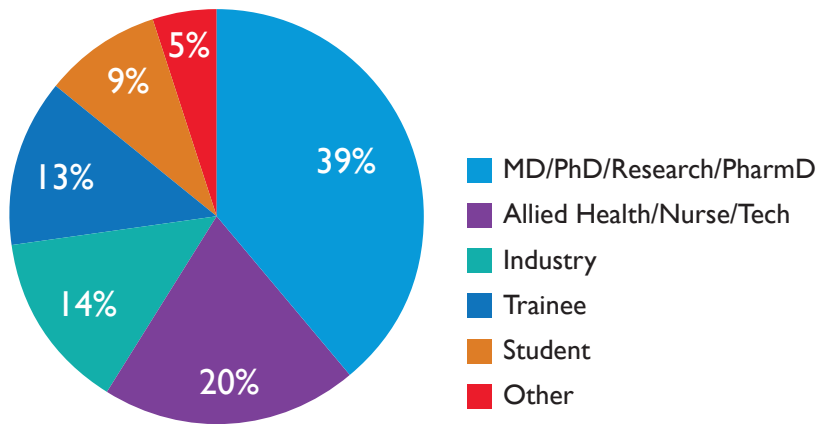
Sincerely,

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

# Why Attend?

The CCC is the much-anticipated annual Canadian cardiovascular event that welcomes up to 2,500 delegates from across the country and around the globe. We are proud that it is the largest cardiovascular meeting in Canada, bringing together cardiologists, cardiovascular surgeons, researchers, nurses, technologists, administrators and other cardiovascular allied health care professionals and specialists from diverse backgrounds.

# Delegates (2022 data)

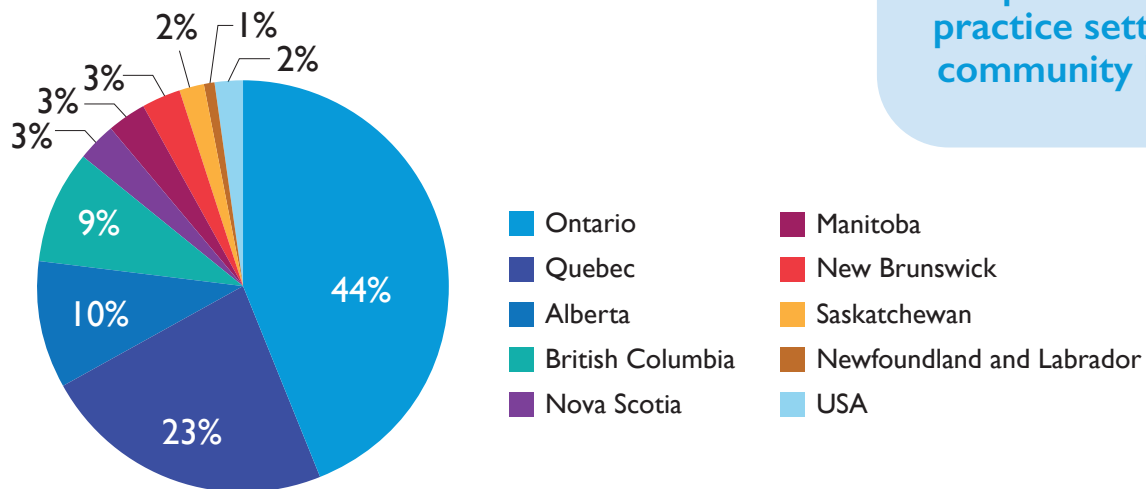


**63%**  
of delegates were  
CCS members

**63%**  
reported their  
practice setting as  
academic centre

**35%**  
reported their  
practice setting as  
community based

Breakdown by location (2022 data)



## 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 Association of Cardiovascular  
Prevention and Rehabilitation  
Canadian Cardiovascular Society Academy  
Canadian Council of Cardiovascular Nurses  
Canadian Institutes of Health Research  
Canadian Society of Cardiology Technologists

### To discuss opportunities to invest, please contact:

Tushar Shakya  
Chief Development Officer  
1-877-569-3407 | 343-655-1589  
shakya@ccs.ca

“I just want to take a moment to thank you for putting together such an amazing congress this weekend. The whole team could not be happier with how things turned out and our partnership with your organization. Congratulations!”

– Sponsor



# Sponsorship Levels | Commercial

The CCC 2024 is funded through registration fees, educational grants, and sponsorships. Commercial support greatly enhances the caliber of the event and the opportunity to offer high-quality educational programming. At the same time, the CCC 2024 is a perfect 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 supports our continued commitment to build capacity for a strong cardiovascular community in Canada.

We have a wide variety of advertising opportunities to suit your objectives and maximize your return on investment.

<b>PLATINUM*</b>		<b>DIAMOND*</b>	
A Platinum sponsor provides a sponsorship to the meeting in the amount of \$145,000 <sup>1</sup> or more.		A Diamond sponsor provides a sponsorship to the meeting in the amount of \$98,000 <sup>1</sup> or more.	
<b>GRAND PATRON*</b>	<b>PATRON*</b>	<b>CONTRIBUTOR*</b>	
General sponsorship of the meeting of \$50,000 <sup>1</sup> .	General sponsorship of the meeting of \$25,000 <sup>1</sup> .	General sponsorship of the meeting of \$10,000 <sup>1</sup> .	

## **BENEFITS for EARLY INVESTORS (for opportunities secured before December 15, 2023):**

- Invitation to sit on a CCC 2024 Commercial Advisory Board (please see Sponsorship Guidelines);
- Recognition in a communications campaign to promote the CCC 2024 (may include social media, the CJC journals, eBulletins and/or websites);
- One (1) additional complimentary full registration; and
- Complimentary benefits may apply, as outlined.

<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy. [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

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

## PLATINUM\*

A Platinum sponsor provides sponsorship to the meeting in the amount of \$145,000<sup>1</sup> or more. See the Benefits of Sponsorship table (see Page 8) for the full list of benefits.

- One (1) on site exhibit space (2 x 10' x 10') with premium booth package + associated benefits<sup>2</sup>;
- Three (3) complimentary full registrations;
- Exclusive recognition signage at the registration counters;
- Upgraded and tiered recognition across the CCC 2024 channels and platforms, and on site, including recognition in the Kick-off session<sup>2</sup>;
- \$95,000 in credits to be applied to investment opportunities at the CCC 2024, including exhibit upgrades (if applicable), advertising, educational sessions and networking events;
- An additional three (3) complimentary full registrations, if sponsorship committed by **December 15, 2023**;
- Two uses of the CCC 2024 delegate list (once before and once after the live event – conditions apply – please see Sponsorship Guidelines for details);
- Total of three (3) digital delegate bag inserts, see Sponsorship guidelines for details;
- Upgraded sponsor recognition for exhibit (if applicable); and,
- Inclusion in the first right of refusal process when additional opportunities to invest become available.

## DIAMOND\*

A Diamond sponsor provides sponsorship to the meeting in the amount of \$98,000<sup>1</sup> or more. See the Benefits of Sponsorship table (see Page 8) for the full list of benefits.

- One (1) on site exhibit space (2 x 10' x 10') with premium booth package + associated benefits<sup>2</sup>;
- Three (3) complimentary full registration;
- Upgraded and tiered recognition across the CCC 2024 channels and platforms, and on site, including recognition in the Kick-off session<sup>2</sup>;
- \$50,000 in credits to be applied to investment opportunities at the CCC 2024, including exhibit upgrades (if applicable), advertising, educational sessions and networking events;
- An additional two (2) complimentary full registrations, if sponsorship committed by **December 15, 2023**;

<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy: [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

<sup>2</sup> Additional fees may apply.

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

## DIAMOND\* (continued)

- One (1) use of the CCC 2024 delegate list (either before or after the event – conditions apply – please see Sponsorship Guidelines for details);
- Total of two (2) digital delegate bag inserts, see Sponsorship guidelines for details;
- Upgraded sponsor recognition for exhibit (if applicable); and
- Inclusion in the first right of refusal process when additional opportunities to invest become available.

## GRAND PATRON\*

General sponsorship of the meeting of \$50,000<sup>1</sup>. See the Benefits of Sponsorship table (see Page 8) for the full list of benefits.

- One (1) on site exhibit space (10' x 10') with premium booth package + associated benefits<sup>2</sup>;
- An additional two (2) complimentary full registrations, if sponsorship committed by **December 15, 2023**; and
- One (1) Digital Delegate Bag Insert, see Sponsorship Guidelines for details.

## PATRON\*

General sponsorship of the meeting of \$25,000<sup>1</sup>. See the Benefits of Sponsorship table (see Page 8) for the full list of benefits.

## CONTRIBUTOR\*

General sponsorship of the meeting of \$10,000<sup>1</sup>. See the Benefits of Sponsorship table (see Page 8) for the full list of benefits.

<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy: [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

<sup>2</sup> Additional fees may apply.

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## Benefits of Sponsorship\*

Description	Platinum* (\$145,000) <sup>1</sup>	Diamond* (\$98,000) <sup>1</sup>	Grand Patron* (\$50,000) <sup>1</sup>	Patron* (\$25,000) <sup>1</sup>	Contributor* (\$10,000) <sup>1</sup>
One (1) on site exhibit space (10' x 10') + associated benefits <sup>2</sup>	2	2	1		
Complimentary full registration(s)	3	3	2	2	1
Extensive corporate and tiered recognition as appropriate as follows: <ul style="list-style-type: none"> <li>• in preliminary meeting promotions</li> <li>• across CCC 2024 marketing, promotions &amp; communications</li> <li>• dedicated signage at the in-person meeting</li> <li>• with exclusive recognition in the exhibitor listing (if applicable)</li> <li>• on the CCC website</li> <li>• in the Canadian Journal of Cardiology</li> <li>• during the CCC 2024 Kick-off</li> </ul>	✓	✓	✓	✓	✓
Use of the CCC 2024 delegate list	Once before AND once after CCC	Once: either before OR after CCC			
Exclusive recognition signage at the registration counters	✓				
Upgraded and tiered recognition across the CCC 2024 channels and platforms, and on site, including recognition in the Kick-off session <sup>3</sup>	✓	✓			
Upgraded sponsor recognition for exhibit (if applicable)	✓	✓			
Digital delegate bag insert <sup>4</sup>	3	2	1	1	
Metrics package (see page 17 for details)	✓	✓	✓	✓	✓
Eligible for cumulative recognition program	✓	✓	✓		
Priority selection of a-la-carte advertising opportunities <sup>5</sup>	✓				

### To discuss opportunities to invest, please contact:

Tushar Shakya, Chief Development Officer  
1-877-569-3407 | 343-655-1589 | shakya@ccs.ca

<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy: [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAONGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAONGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

<sup>2</sup> Includes exhibitor registration – see page 11 for full details.

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

<sup>3</sup> Additional costs will apply.

<sup>4</sup> Conditions apply. Please see Sponsorship Guidelines for details.

<sup>5</sup> Deadlines apply



# Sponsorship Levels | Not-For-Profit and Government Agencies

We also welcome investment by not-for-profit health and government agencies to support our overall scientific program development and delivery, and our continued commitment to building a strong cardiovascular community in Canada. Please refer to page 10 to see what each sponsorship level includes.

PREMIER GOLD	GOLD	SILVER
General sponsorship of the meeting of \$25,000 <sup>1</sup> .	General sponsorship of the meeting of \$10,000 <sup>1</sup> .	General sponsorship of the meeting of \$5,000 <sup>1</sup> .

## Twitter/X 7.1M Impressions

“I wanted to comment on how fabulous your Family Feud was. It went without any issues, the emcee and contestants looked like they were having a great time. This was one of the best engagement pieces I’ve ever seen – well done!!” – Delegate



<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy. [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

## Benefits of Sponsorship\*

Description	PREMIER GOLD (\$25,000 <sup>1</sup> )	GOLD (\$10,000 <sup>1</sup> )	SILVER (\$5,000 <sup>1</sup> )
One (1) on site exhibit space (10' x 10') + associated benefits <sup>2</sup>	✓		
Complimentary full registration(s)	4	2	1
Extensive public and tiered recognition as appropriate as follows: <ul style="list-style-type: none"> <li>• in preliminary meeting promotions</li> <li>• across CCC 2024 marketing, promotions &amp; communications</li> <li>• on dedicated signage at the in-person meeting</li> <li>• across the CCC 2024 website</li> <li>• with exclusive recognition in the exhibitor listing (if applicable)</li> <li>• on the CCC website</li> <li>• in the Canadian Journal of Cardiology</li> <li>• during the CCC 2024 Kick-off</li> </ul>	✓	✓	✓
Digital delegate bag insert (conditions apply – please see Sponsorship Guidelines for details)	1	1	1
Metrics package (see page 17 for details)	-	-	-
One (1) use of the CCC 2024 delegate list (please see Sponsorship Guidelines for more details.)	Once before AND once after the CCC	Once before OR once after the CCC	

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 Chief Development Officer  
 1-877-569-3407 | 343-655-1589  
 shakya@ccs.ca

<sup>1</sup> Plus applicable taxes. See CCC 2024 Payment and Cancellation Policy: [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

<sup>2</sup> Includes exhibitor registration – see page 11 for full details.

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

# Exhibit at CCC 2024

## The Exhibit Hall continues to be the heart of the meeting.

The CCC 2024 Exhibit Hall will be located in the most spectacular space of the Vancouver Convention Centre, with its floor to ceiling glass wall that overlooks the breathtaking Vancouver Harbour. Located on Level I, adjacent to the main meeting rooms, the Exhibit Hall is bright, inviting and perfectly positioned for great conversations.

The Exhibit Hall draws delegates in a number of ways, with ample seating, natural light for ePosters, a bright eating area, and opportunities for fun activities and engagement.

Engage and interact with delegates over lunch – served in the Exhibit Hall. And in the evenings, join the daily networking receptions and watch the sun set over the scenic Vancouver Harbour.

## 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 2024, you have the opportunity to:

- Customize the size of your exhibit by choosing from any combination of 10' x 10' exhibit footprint(s);
- Enjoy the benefits of a simplified booth setup with our selection of customizable booth packages<sup>3</sup>;
- Add your personality with colours and custom graphics; and
- Have your booth delivered and setup as per your specifications.

### Each 10' x 10' exhibit<sup>1</sup> footprint includes:

One (1) basic 10' x 10' booth package
One (1) registration for an exhibitor
Exhibitor listing on the CCC website and in the CCC app
Receptions, lunches, and health breaks
24-hour professional security
CCC 2024 exhibits metrics package <sup>2</sup> (see page 17 for more details)

<sup>1</sup> Not-for-Profit and Publishers are eligible for discounts.

<sup>2</sup> See page 19 for Sponsorship Guidelines for details.

<sup>3</sup> No exceptions or substitutions.

There are a few things to note:

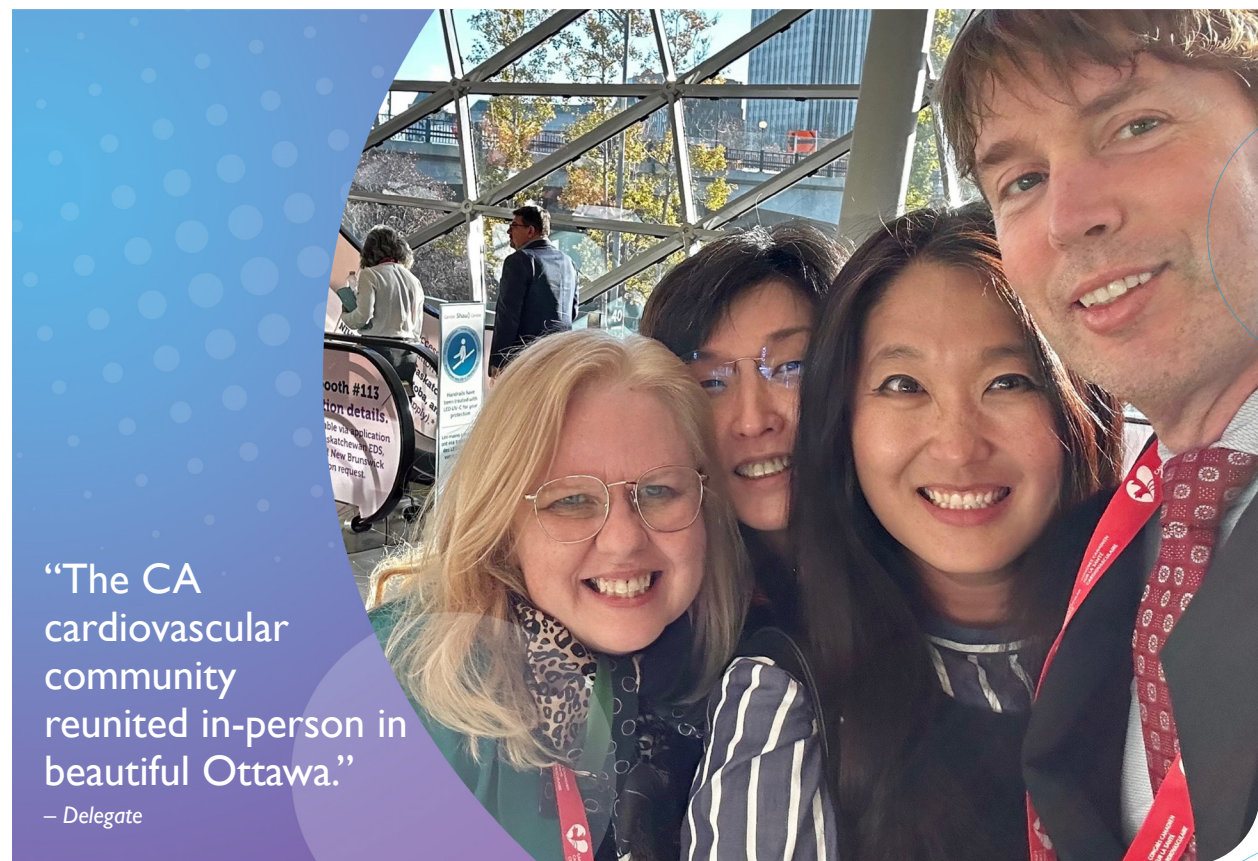
- Space is limited – be sure to secure your exhibit footprint early; and
- Booths must be selected from the available selection of customizable booth packages<sup>2</sup>.

For more information visit our [exhibit package information page](#)

Exhibit add-on: Metrics Connect

Want to build on the connections made at CCC 2024? Exhibitors can upgrade to a Metrics Connect package and receive e-mail addresses for the delegates who visited their booth.<sup>3</sup>

Click here to [reserve your exhibit](#)



<sup>2</sup> No exceptions or substitutions.

<sup>3</sup> See page 19 for Sponsorship Guidelines for details.

# Secure an Accredited Symposium

Accredited Symposia<sup>1</sup> (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. AS are 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 2024 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 24, 12:30-13:30<sup>2</sup>
  - Friday, October 25, 12:30-13:30<sup>2</sup>
  - Saturday, October 26, 12:30-13:30<sup>2</sup>
- The AS sessions will be held in the largest session rooms available, maximizing in-person attendance.
- 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 – Sponsored Talk<sup>3</sup>.
- Registration for up to six (6) faculty.
- The AS will be promoted as follows:
  - The AS will be included in the CCC 2024 Full Program Agenda.
  - A dedicated CCC eBulletin on 2024 AS programs will be sent to registered delegates prior to CCC 2024.
  - A one-page program outline to be included as an insert in the CCC 2024 digital delegate bag.
  - Day-of promotion for AS to CCC 2024 delegates via ebulletin and through push notifications in the CCC app.
  - Inclusion in promotion of all On Demand programs post CCC.

<sup>1</sup> For Grand Patron sponsors, a portion of the investment in Accredited Symposia will contribute to the cumulative recognition program.

<sup>2</sup> Times could be adjusted by 30 minutes either way. See guidelines document for details on how AS time slots are allocated.

<sup>3</sup> See page 17 for metrics package details.

For full details (including a sample budget and timelines) on co-developing an AS at the CCC 2024:

- with the CCS – see the comprehensive [AS Guidelines Document](#).

## Extended reach of Accredited Symposia

If you're investing in an Accredited Symposia, there are now a multitude of options to extend its reach beyond the walls of CCC 2024.

### CCS Section 3 Learning On Demand (optional)<sup>1</sup>

The CCS will adapt the AS into a self-directed, free to access for all health care professionals, e-learning course, accredited for RCPSC MOC Section 3 credits. It will be launched following CCC 2024 and available for up to three years.<sup>2</sup>

### CCC 2024 On Demand (included)

The live delivery of the AS will be recorded and made available On Demand to eligible delegates after the CCC 2024 for up to 12-months. This content is unaccredited.

[Click here](#) to secure an Accredited Symposium at the CCC 2024.

**Accredited Symposia Average attendance in 2022: 192 delegates**

<sup>1</sup> Additional fees apply

<sup>2</sup> All Section 3 programs are developed by CCS Continuing Professional Development.

<sup>3</sup> For full details on E-Learning for AS developed see the comprehensive [AS Guidelines Document](#) and AS Guide.

# Present a Hub Talk

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 CCC 2024 delegates. A unique metrics package will allow you to 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.

All Hub Talks at the CCC 2024 will be delivered during breaks from the accredited programming.

- Thursday, October 24, 12:00-12:20, 1:30-1:50, 5:30-5:50, 6:00-6:20<sup>3</sup>
- Friday, October 25, 12:00-12:20, 1:30-1:50, 5:30-5:50, 6:00-6:20<sup>3</sup>
- Saturday, October 26, 12:00-12:20, 1:30-1:50<sup>3</sup>



<sup>3</sup>Times could be adjusted by 30 minutes either way.

## Hub Talk details

Each Hub Talk includes a 20-minute session, presented by speakers in-person at the Vancouver Convention Centre, including interactivity/Q&A with a dedicated audio-visual technician.

Delegates registered to attend the CCC 2024 will be able to attend the Hub Talk.

The live delivery of the Hub Talk will be recorded and made available On Demand to eligible delegates after the CCC 2024 for up to 12 months.

Exclusive and unique metrics package – Sponsored Talk.<sup>1</sup>

Hub Talks will be held in open air theaters within the Exhibit Hall maximizing foot traffic and in-person attendance.

The CCC 2024 will promote Hub Talks as follows:

- Hub Talks will be included in the CCC 2024 Agenda.
- A dedicated eBulletin will be sent to registered delegates prior to CCC 2024.
- 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<sup>2</sup>).
- A push notification will be sent from the CCC app during the event.

Hub Talks aggregated post session evaluation data.

One (1) CCC 2024 registration for a Hub Talk presenter is included (Exhibit Hall access).

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

[Click here](#) to secure one, or more,  
Hub Talk(s) at the CCC 2024.

### 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.

Tushar Shakya  
Chief Development Officer  
1-877-569-3407 | 343-655-1589  
shakya@ccs.ca

<sup>1</sup> See page 17 for metrics package details

<sup>2</sup> Deadlines apply



# Investor Metric Packages<sup>1</sup>

Assess and report the return on your investment with these customized metrics packages that offer value unique.

**Note:** that each investment opportunity will specify the metrics package(s) included with the investment.

Description	Exhibits	Exhibit Metrics Connect	Sponsorship	Diamond	Platinum	Sponsored Talk	Networking	Digital Promotions	In-person Advertising
<b>CCC 2024 anonymized delegate overview:</b> Number of delegates, delegate demographics summary.	x		x	x	x	x	x	x	x
<b>Exhibit lead retrieval:</b> 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. <sup>2</sup>		x	x	x	x				
<b>CCC 2024 lead list<sup>2</sup>:</b> 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.				Up to 50 leads	Up to 100 leads				
<b>Sponsored session:</b> Anonymized summary data from attendee polling (if applicable).						x			
<b>Attendee list<sup>2</sup>:</b> First name, last name, city, province, institution, area of specialty, email address.						x	x		
<b>Promotions:</b> Distribution metrics across channels (as applicable).			x	x	x	x	x	x	
<b>Visibility:</b> Access metrics (as applicable).								x	
Number of times a digital logo and/or digital ad was seen/clicked on (as possible).								x	

<sup>1</sup> See page 19 of Sponsorship Guidelines for details

<sup>2</sup> Attendee and registered delegate names will be shared in accordance with CCS privacy policy. <https://ccs.ca/privacy-policy/>

# What does it mean to invest in the CCC 2024?

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.

## Ancillary Event Function Space<sup>1</sup>

CCS requires all activities and meetings independently organized, offered by a company or organization other than the CCS, and held in conjunction with CCC 2024 be reviewed and approved.

[Application for Function Space](#)



<sup>1</sup> Space will be offered on a first-come, first-served basis.

# 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 2024 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 2024 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 2024 delegates that will conflict with any educational sessions or global social events. Investor promotions should enhance the activities of the CCC 2024 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 2024 and/or the CCS may not be used without express written permission from the CCS.
- The CCC 2024 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 Policy<sup>1</sup>.
- All investments in the CCC 2024 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 2024. 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.

<sup>1</sup> See CCC 2024 Payment and Cancellation Policy. [https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS\\_649\\_LTDAQNGW\\_920\\_CCC2024PaymentandCancellationPolicy-Text.pdf](https://778c1607566f28c5e8fd-e6db6de54823ad7fd298e0f6ff75b72a.ssl.cf1.rackcdn.com/CCS_649_LTDAQNGW_920_CCC2024PaymentandCancellationPolicy-Text.pdf)

- 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 2024 metrics packages must:
  - Follow the CCS privacy policy;<sup>2</sup> and
  - Comply with the Personal Information Protection and Electronic Documents Act (PIPEDA), and Canada’s Anti-Spam Legislation (CASL).

### Right of First Refusal

A “right of first refusal” will be offered to supporters of Vascular 2023 [CCC 2023] (Montréal). 2023 Supporters have until 11:59 pm (ET) on Friday, December 15 to confirm their supporter level. Starting in the new year they will also have the opportunity as a CCC 2023 Supporter to confirm up to three (3) à-la-carte items that they sponsored in 2023, for CCC 2024. If a 2023 opportunity is not available in Vancouver, the CCS will contact the sponsor with a comparable replacement.

Any new CCC 2024 Supporters confirming their intent to support after the above deadline, will forfeit their right of first refusal, and any early investor credit opportunities.



<sup>2</sup> Privacy Policy – <https://ccs.ca/privacy-policy/>