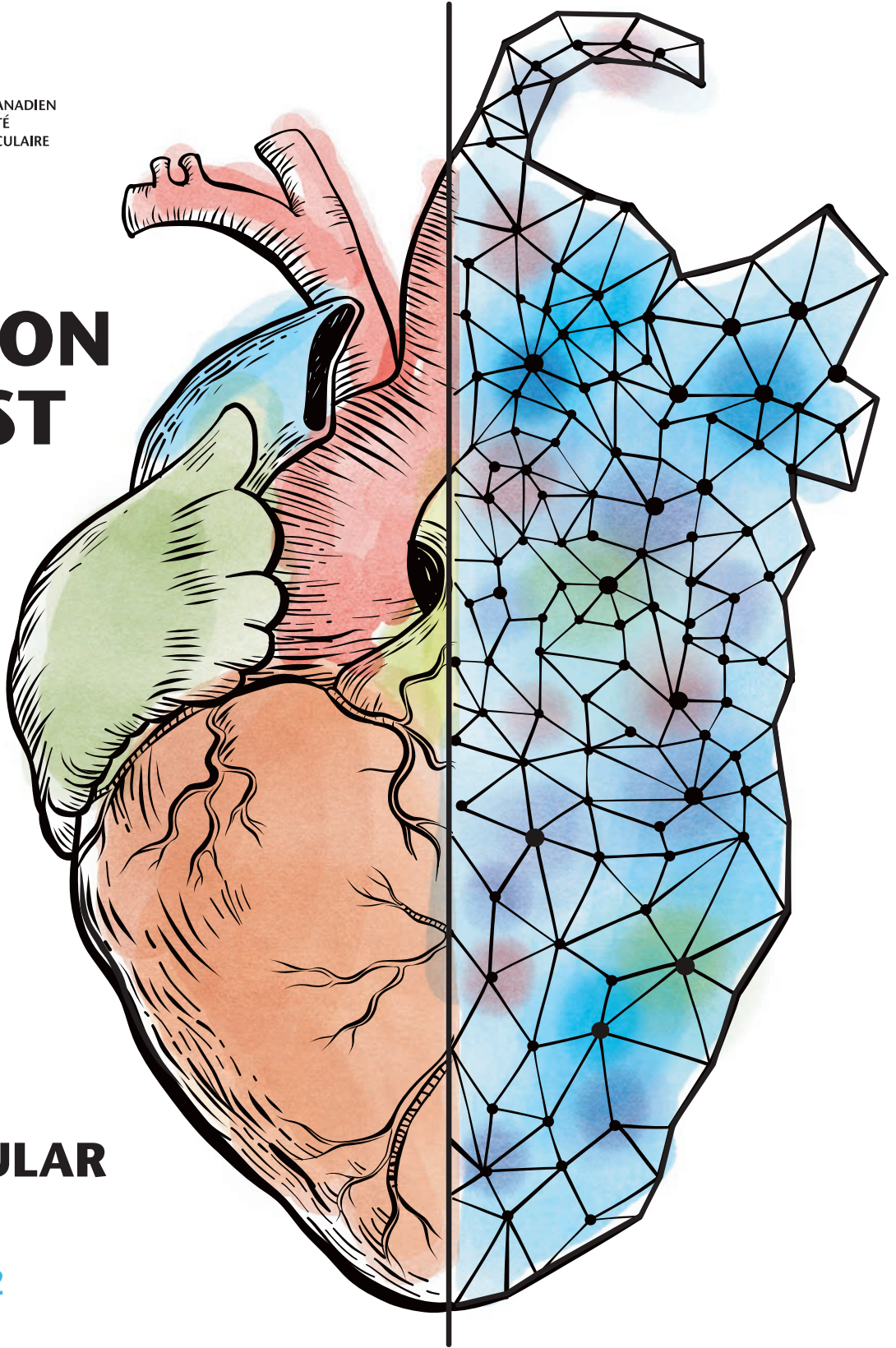




CANADIAN  
CARDIOVASCULAR  
CONGRESS

CONGRÈS CANADIEN  
SUR LA SANTÉ  
CARDIOVASCULAIRE

# INVITATION TO INVEST 2022 PART 2



## CANADIAN CARDIOVASCULAR CONGRESS

October 27–30, 2022

HOSTED BY / ORGANISATION D'ACCEUIL

**75**  
1947-2022



Canadian  
Cardiovascular  
Society

Société  
canadienne  
de cardiologie

[www.cardiocongress.org](http://www.cardiocongress.org)  
#CCCongress



## Are you ready to join us in Ottawa?

In 2022 we are finally coming together! The Canadian Cardiovascular Society (CCS) will proudly host the Canadian Cardiovascular Congress (CCC) at Shaw Centre in Ottawa. We hope you join us for this hybrid event: a wonderful blend of in-person AND digital opportunities.

We know that nothing compares to being together, engaging with presenters, and testing new products in real-time. And, let's face it, it's been too long! However, the option remains for delegates to join CCC 2022 digitally and engage with colleagues from their home or office.

For 75 years now, the CCS has been hosting an annual scientific meeting where cutting-edge science is presented and lifelong relationships are cemented. We are proud that the CCC has become such a highly anticipated event, where cardiovascular specialists and allied health professionals reconnect and learn from top minds and key opinion leaders.

In 2017, we successfully live-streamed a subset of content from the face-to-face meeting and offered flexible ways for people to network. Since then, we've invested in the tools and resources necessary to deliver high quality in-person and digital events. Today, we have what it takes to meet the comprehensive and evolving needs of our community.

Our journey to get here has been possible thanks to partners like you. As we expand the hybrid model for 2022, we hope we can rely on your confidence, your insights, and your support to optimize the value for all delegates.

Our focus is on providing the highest possible value to our investors and partners through the thoughtful design of our space, development of our program, and presentation of our content.

I invite you to review the opportunities to leverage the CCC 2022, including networking, education, advertising, and presence in the community.

We look forward to working with you.  
Sincerely,

**Dr. Jasmine Grewal, MD, FRCPC**  
Annual Meeting Chair, Canadian Cardiovascular Congress  
Director, Yasmin and Amir Virani Provincial Adult  
Congenital Heart Program  
Associate Professor, University of British Columbia



**CCC 2022 will be hybrid: the best of both worlds.**

We can't wait to welcome you in person at the Ottawa Shaw Centre!





## What does your investment mean?

... you're contributing to the CCS's 75-year legacy of providing the cardiovascular community with high-quality educational programming and important connections.

...you're strengthening the future of cardiovascular care in Canada. Your support greatly enhances the caliber of CCC 2022, ensuring we can offer high-quality educational programming. It allows CCS to continue its commitment to building capacity for a stronger cardiovascular community in Canada.

... you're visibly positioning your company as an important stakeholder in our shared cardiovascular community. It demonstrates your commitment to sharing ideas, mobilizing knowledge and improving patient care and health outcomes.

... you're growing brand awareness among key target markets during an unprecedented time, nurturing sustainable, competitive advantages and long-term brand value.

... your brand will be seen by a broader national and international audience. With content accessible for up to 12 months after CCC 2022, this visibility extends well beyond the event.

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

... you'll build new connections and business relationships and generate new business opportunities when you're networking with thousands of members from your target market.

### Opportunities to Invest

- Become a sponsor
- Contribute to the educational program
- Purchase advertising
- Exhibit and help create important conversations
- Register as a delegate

### Have an idea? Looking for something a bit different?

Each option is fully customizable. We're open to exploring something beyond this year's offerings to best meet your objectives.

[Click here](#) for the full listing of opportunities to invest in CCC 2022.

**In 2021, CCC delegates represented 22 different countries.**





# Why attend CCC 2022?

## Attending Organizations

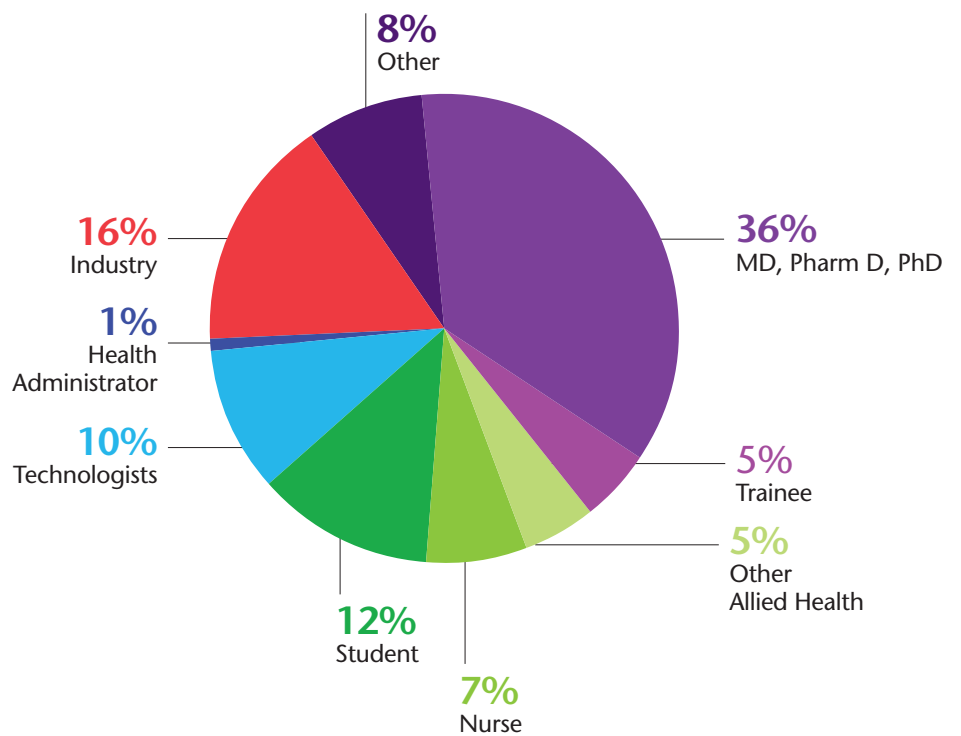
### CCS Affiliates

- 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

### Educational Partners

- Association des cardiologues du Québec
- Canadian Association of Cardiovascular Prevention and Rehabilitation
- Canadian Cardiovascular Society Academy
- Canadian Council of Cardiovascular Nurses
- Canadian Society of Cardiology Technologists

The CCC is the much-anticipated annual Canadian cardiovascular event that welcomes up to 2,500 delegates from across Canada and around the globe. We are proud that it has become 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.



“This is a great meeting and platform for connections!”

CCC 2021 Delegate





# About the Canadian Cardiovascular Society

We are the national voice for cardiovascular clinicians and scientists, representing more than 2,300 cardiologists, cardiac surgeons, and other heart health specialists. We set standards for excellence in heart health and care, build the knowledge and expertise of the heart team, and influence policy and advocate for the heart health of all Canadians.

In 2022, we are proudly celebrating our 75<sup>th</sup> anniversary and the members who contributed to our growth and evolution. We are incredibly grateful to every member and partner of the CCS for their contribution to our journey.

## Our Vision

*Strong heart teams in a heart-healthy Canada*

## Our Mission

*We advance heart health for all.*

The CCS fulfills this mission by concentrating its efforts on the following priorities:

- Membership benefits and opportunities;
- Guidelines and Clinical Practice Updates;
- Knowledge Translation, including the *Canadian Journal of Cardiology*, *CJC Open* and the *CJC Pediatric and Congenital Heart Disease*;
- Accredited medical education, including the annual CCC;
- Programs for trainees and early-career cardiologists and cardiac surgeons; and
- Advocacy related to health policy and quality care.

To learn more, visit [www.ccs.ca](http://www.ccs.ca)



## Strategic Pillars

*We set standards for excellence in heart health.*

*We build the knowledge and expertise of the heart team.*

*We influence policy and advocate for the heart health of Canadians.*

## Guiding Principles

*Integrity*

*Community*

*Excellence and Quality*

*Diversity and Inclusion*

*Health*

*Evidence*





# Sponsorship Levels

## All Organizations

The CCC 2022 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 2022 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 a strong cardiovascular community in Canada.

### PLATINUM\*

A Platinum Sponsor provides a general sponsorship to the meeting in the amount of \$145,000<sup>1</sup> or more.

### DIAMOND\*

A Diamond Sponsor provides a general sponsorship to the meeting in the amount of \$110,000<sup>1</sup> or more.

### GRAND PATRON\*

General sponsorship of the meeting of \$50,000<sup>1</sup>.

### PATRON\*

General sponsorship of the meeting of \$25,000<sup>1</sup>.

### CONTRIBUTOR\*

General sponsorship of the meeting of \$10,000<sup>1</sup>.

## Not-For-Profit and Government Agencies

We also welcome investment from not-for-profit and government agencies to support our overall scientific program development and delivery, and our continued commitment to building a strong cardiovascular community in Canada.

### PREMIER GOLD\*

General sponsorship of the meeting of \$25,000<sup>1</sup>.

### GOLD\*

General sponsorship of the meeting of \$10,000<sup>1</sup>.

### SILVER\*

General sponsorship of the meeting of \$5,000<sup>1</sup>.

SECURE A SPONSORSHIP  
OPPORTUNITY<sup>2</sup>



<sup>1</sup> Plus applicable taxes. See CCC 2022 Payment and Cancellation Policy. <https://ccs.ca/app/uploads/2021/12/CCC-2022-Payment-Cancellation-Policy.pdf>

<sup>2</sup> CCC 2022 Investor Services Centre: <https://www.conferenceharvester.com/harvester2expw/login.asp?EventKey=QNMFFREIE>

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



# Sponsorship Benefits

Description	All Organizations					Not-for-profit & Government Agencies		
	Platinum* (\$145,000) <sup>1</sup>	Diamond* (\$110,000) <sup>1</sup>	Grand Patron* (\$50,000) <sup>1</sup>	Patron* (\$25,000) <sup>1</sup>	Contributor* (\$10,000) <sup>1</sup>	Premier Gold* (\$25,000) <sup>1</sup>	Gold* (\$10,000) <sup>1</sup>	Silver* (\$5,000) <sup>1</sup>
One (1) on site exhibit lounge footprint (10'x20') with standard booth package + associated benefits <sup>2</sup>	✓	✓	✓					
One (1) on site exhibit lounge footprint (10'x10') with standard booth package + associated benefits <sup>2</sup>				✓		✓		
Complimentary full registration(s)	5	4	3	2	1	4	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 2022 marketing &amp; promotions</li> <li>• on dedicated signage at the in-person meeting</li> <li>• across the digital CCC 2022 meeting platform</li> <li>• exclusive recognition in the digital exhibitor listing (if applicable)</li> <li>• on site staff ribbons</li> <li>• on the CCC website</li> <li>• in the Canadian Journal of Cardiology</li> <li>• during the CCC 2022 Kick-Off</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓
Upgraded and tiered recognition across the CCC 2022 channels and platforms, and on site, including recognition in the Kick-Off session <sup>3</sup> , at the host hotel and at the event facility	✓	✓						
Exclusive recognition signage at the registration counters	✓							
Upgraded sponsor recognition for exhibit (if applicable) and upgraded staff ribbons	✓	✓						
Use of the CCC 2022 delegate list	Once before <b>AND</b> once after the CCC	Once before <b>OR</b> once after the CCC				Once before <b>AND</b> once after the CCC	Once before <b>OR</b> once after the CCC	
Digital delegate bag insert <sup>4</sup>	3	2	1	1		1	1	1
Metrics package <sup>5</sup>	Platinum	Diamond	Sponsorship	Sponsorship	Sponsorship	Sponsorship	Sponsorship	Sponsorship
Eligible for cumulative recognition program	✓							
Priority selection of à-la-carte advertising opportunities <sup>6</sup>	✓							

<sup>1</sup> Plus applicable taxes. See CCC 2022 Payment and Cancellation Policy. <https://ccs.ca/app/uploads/2021/12/CCC-2022-Payment-Cancellation-Policy.pdf>

<sup>2</sup> Includes exhibitor registration – see page 9 for full details.

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

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

<sup>5</sup> See page 16 for details.

<sup>6</sup> Deadlines apply.

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



## A new inviting Exhibit Lounge awaits you

### We heard you and have reimagined an exhibit space we think you'll love!

The CCC 2022 Exhibit Lounge will be located in the most spectacular space of the Shaw Centre. The Lounge's floor to ceiling glass wall overlooks the Rideau Canal. Located just outside the main meeting rooms in the Atrium, the Lounge is bright, inviting and perfectly positioned for great conversations.

This new open-concept environment will help draw delegates in a number of ways. With ample seating, the space provides natural light for ePosters, offers a bright eating area, and opportunities for fun activities and engagement.

Delegates will want to spend time in this inviting space with the wonderful smell of fresh brewed coffee and popcorn. (Remember those days?).



Images courtesy of Shaw Centre

Engage and interact with delegates over lunch – available in the Exhibit Lounge – while overlooking the breathtaking vistas of our Nation's Capital. And in the evenings, join the daily receptions and watch the sun set over Ottawa.







# Design your exhibit space

The Exhibit Lounge is conducive to delegate traffic, engagement, conversations and showcasing of your information and products. When you exhibit with CCC 2022, you have the opportunity to:

- Customize the size of your exhibit by choosing from any combination of 10'x10' 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.



Pictured: 10'x20' premium exhibit booth

Be part of the introduction of our new Exhibit Lounge and help us set a new standard for what exhibit spaces can look like.

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

One standard 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 2022 exhibits metrics package (see page 16 for more details)

With the introduction of this Exhibit Lounge, 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>3</sup>.

[Click here](#) to explore the CCC 2022 Exhibit Lounge booth packages.

## Exhibit add-on: Metrics Connect

Want to build on the connections made at CCC 2022? Exhibitors can upgrade to a Metrics Connect package and receive email addresses for the delegates captured in the exhibits metrics package.<sup>2</sup>

<sup>1</sup> Additional costs apply. Not-for-profit and publishers are eligible for discounts.

<sup>2</sup> See page 16 for metrics package details.

<sup>3</sup> No exceptions or substitutions. No outside booths will be accepted.

SECURE AN EXHIBITING OPPORTUNITY





## Secure an Accredited Symposia

Accredited Symposia (AS) are showcased and highly anticipated sessions at the CCC 2022. 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 by the CCS or another physician organization (PO) and accredited by the CCS for Royal College MOC Section 1 credits and American Medical Association PRA 1 credits.

### Details include:

All AS at the CCC 2022 will be delivered live on site during a 60-minute lunch hour timeslot. An AS will only be slotted against other AS programs without overlapping in topic or content.

Thursday, October 27, 12:30-13:30<sup>2</sup>

Friday, October 28, 12:30-13:30<sup>2</sup>

Saturday, October 29, 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 on-site delegates in an accessible area local to all concurrent Symposia.

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 6 faculty.

The AS will be promoted as follows:

- The AS will be included in the CCC 2022 Full Program Agenda.
- A dedicated CCC eBulletin on 2022 AS programs will be sent to registered delegates prior to CCC 2022.
- A one-page program outline to be included as an insert in the CCC 2022 digital delegate bag.
- Day-of promotion for AS to CCC 2022 delegates via ebulletin and through push notifications in the CCC app.
- Inclusion in promotion of all On Demand programs post CCC.

For full details (including a sample budget and timelines) on co-developing an AS at the CCC 2022:

1. with the CCS – see the comprehensive [AS guidance document](#).
2. with any other physician organization – see the comprehensive [AS guidance document](#).

**SECURE AN ACCREDITED  
SYMPOSIUM**



<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 16 for metrics package details.



## Extended reach of Accredited Symposia

If you're investing in an Accredited Symposia, there are now a multitude of opportunities to extend its reach beyond the walls of CCC 2022.

### 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 Royal College MOC Section 3 credits. It will be launched following CCC 2022 and available for up to three years.<sup>2</sup>

### CCC 2022 On Demand (included)

The live delivery of the AS will be recorded and made available On Demand to eligible delegates after the CCC 2022 for up to 12 months. This content is unaccredited.

### CCC 2022 Digital (included)

Delegates registered to attend the CCC digitally — from anywhere in the world — will be able to attend the AS session through a live broadcast. Just like on site delegates, delegates who connect digitally will have access to session interactivity through the CCC 2022 app and the ability to claim Section 1 credits. It's a great option for those whose schedule doesn't permit travel to CCC 2022 or who are looking to reduce their personal carbon footprint.

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



<sup>1</sup> Additional fees apply

<sup>2</sup> All Section 3 programs are developed by CCS Continuing Professional Development regardless of which physician organization developed the AS. For full details on E-Learning for AS developed:

1. with the CCS – [see the comprehensive AS guidance document](#).
2. with any other physician organization – [see the comprehensive AS guidance document](#).



## 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 2022 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 in-person CCC 2022 delegates as well as the digital 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.

### Hub Talk details:

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

Delegates registered to attend the CCC 2022 digitally — from anywhere in the world — will be able to attend the Hub Talk through a live broadcast.

The live delivery of the Hub Talk will be recorded and made available On Demand to eligible delegates after the CCC 2022 for up to 12 months.

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

A 6’ table will be made available to showcase optional display by the Hub Talk investor during the time of the session.

Hub Talks will be held in open air theaters in a location adjacent to the Exhibit Lounge and key plenary room, maximizing foot traffic and in-person attendance.

The CCC 2022 will promote Hub Talks as follows:

- Hub Talks will be included in the CCC 2022 Agenda.
- A dedicated CCC eBulletin will be sent to CCC 2022 registered delegates prior to CCC.
- A one-page flyer may be included as an insert in the CCC 2022 digital delegate bag (to be developed and provided by the sponsor<sup>2</sup>).
- Push notification from the CCC app during the event.

Hub Talks aggregated post session evaluation data.

One (1) CCC 2022 registration for a Hub Talk presenter is included.

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.

**SECURE A HUB TALK** 



<sup>1</sup> See page 16 for metrics package details

<sup>2</sup> Deadlines apply



# Make the most of additional opportunities (from \$500)<sup>1</sup>

## CCC eBulletin banner ad

Access more than 10,000 potential CCC 2022 delegates with a banner ad in one of six (6) eBulletins sent to the CCC distribution list in the lead-up to Congress. Capitalize on the opportunity to promote a product, a CCC 2022 sponsored event, or provide delegates with a coupon, sample, or discount code. An ideal opportunity to access CCC 2022 delegates to inform, promote, educate, and build awareness. More than one opportunity may be purchased – or invest in all 6 opportunities for exclusive promotion through the CCC 2022 delegate eBulletins!

## Digital delegate bag insert

All registered CCC 2022 delegates will receive a digital delegate bag. Capitalize on the opportunity to promote a product, a CCC 2022 sponsored event, or provide delegates with a coupon, sample, or discount code. An ideal opportunity to access CCC 2022 delegates to inform, promote, educate, and build awareness. The digital delegate bag will be sent via email to all registered delegates and will be available via the CCC 2022 app and website.

## Advertisements

Be seen! EXCLUSIVE advertising opportunities available – both in-person and digitally – for both corporate and product branding and messaging.

Prominently situated throughout the CCC 2022 conference center and host hotels, event website, digital delegate platform, and app, leverage these high visibility opportunities to showcase and elevate your presence to the Canadian cardiovascular community.

## Engagement games

A unique, exclusive, and highly visible opportunity to be recognized for supporting attendee engagement through participation in the CCC 2022 engagement games – either as a host or prize provider. On site and digital delegates will collect points for correctly answering trivia questions, some of which will recognize the CCC 2022 engagement games host – you! Leverage advertising opportunities through the CCC 2022 engagement games across event platforms – where attendees track their progress and review the prizes available. Be recognized for injecting a little fun into CCC 2022!

## Integrated Sponsored Program (ISP)

In developing the CCC each year, the Scientific Planning Committee (SPC) identifies the most pressing current needs of the Canadian cardiovascular community, and the CCS develops ISPs out of these top identified hot topics. These 60-minute multi-sponsored, cost-sharing programs are fully integrated into the accredited scientific program. In 2022, they will be hosted live on site, broadcast to digital delegates, available On Demand after the CCC 2022 and expanded into accredited e-learning programs. Please reach out to the CCS for details on what ISP topics are available in this year.



<sup>1</sup> See page 17 for Sponsorship Guidelines for more details



# Make the most of additional opportunities<sup>1</sup> (continued)

## Wellness sessions (On Demand)

Short, pre-recorded wellness sessions for delegates will be hosted within the platform – to kick off each day through On Demand consumption. Be recognized as a supporter of delegate wellness during these much-needed wellness breaks for up to 12 months after CCC 2022.

## CCC 2022 5K walk/run

Registered participants are invited to complete a 5K walk or run from wherever they may be. As the exclusive sponsor of this fun and engaging wellness activity, you gain recognition across the CCC 2022 registration webpage, the run tracking page and waiver, on CCC 2022 emails, and through CCS social media channels. You will have logo visibility on the CCC 2022 5K t-shirts and mailer postcards, sent to participants in advance of the live event. This is the ideal opportunity to build brand awareness and demonstrate your commitment to heart health and the CV community!



**EXPLORE AND SECURE OPPORTUNITIES** 

## 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.

**Shauna Almas, CCS Director of Development**  
 1-877-569-3407 ext. 431 | 613-569-3407 ext. 431  
[almas@ccs.ca](mailto:almas@ccs.ca)



<sup>1</sup> See page 17 for Sponsorship Guidelines for more details

# It's time to celebrate at the CCC Gala!

**Partner with us and make this event  
one to remember!**

After two long years apart, we're finally coming together. In person. What a feeling it will be to be face-to-face with colleagues, to rekindle friendships, to laugh, and celebrate just how good it is to be among members of our great cardiovascular community.

For 75 years, cardiovascular professionals have been coming together for this important annual scientific meeting! But it doesn't have to be all business. We also know it's important to make time for fun. Help us make this celebration a special one, with colorful sights and sounds. This evening to remember will be a reunion of friends, with refreshments, entertainment, and an educational component.

**This will be THE event of CCC 2022 – don't miss out!**

Delegates are eagerly awaiting the chance to reconnect in person.  
Don't miss this highly anticipated evening of fun!

**EXPLORE OPPORTUNITIES  
TO PARTICIPATE IN THE  
CCC 2022 GALA**





# Investor metric packages<sup>1</sup>

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

Note: Each investment opportunity will specify the metrics package(s) included with the investment.

Description	Exhibits	Connect	Sponsorship	Diamond	Platinum	Sponsored Talk	Networking	Digital Promotions	In-person Advertising
<b>CCC 2022 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.	x		x	x	x				
<b>Exhibit connections:</b> For every delegate captured in the Exhibit lead Retrieval package, the exhibitor will be provided the delegate’s email address.		x	x	x	x				
<b>CCC 2022 lead list:</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:</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). Number of times a digital logo and/or digital ad was seen/clicked on (where possible).								x	

<sup>1</sup> See page 17 of Sponsorship Guidelines for details





## 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.

**In planning the CCC 2022 in Ottawa, ON, the CCS will comply with advice, recommendations and instructions issued by the facilities used to host CCC events, Public Health Agency of Canada, and local public health officials. To ensure the highest level of health and safety for the event, and to reduce the risk of infection of COVID-19, proof of vaccination may be required upon entry.**

- The CCC 2022 program agendas and content are determined by the CCS Congress Leadership Committee, independent of influence from previous and prospective supporters or their agents.
- Logos, marks and/or corporate identifiers used for recognizing the CCC 2022 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 2022 delegates that will conflict with any educational sessions or global social events. Investor promotions should enhance the activities of the CCC 2022 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 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 name and/or logo of the CCC 2022 and/or the CCS may not be used without express written permission from the CCS.
- The CCC 2022 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 2022 are subject to applicable taxes.
- The Investor Services Center (ISC) will be the most up to date and accurate listing of details.
- If applicable, use of the CCC delegate list will be limited to content related to investors' activities at the CCC 2022. Send dates are available from eight to two weeks prior to CCC 2022 (with a two-week blackout period before the event) and from one to eight weeks post-CCC 2022 (with a one-week blackout period after the event).
- If applicable, use of the data received through the CCC 2022 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).
- 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.
- Unless otherwise stated, opportunity fees do not include final opportunity production or sample costs. This includes, but is not limited to advertisements, videos, web links and associated pages, or exhibit contents.

*Investments secured prior to the release of the Invitation to Invest Part 2 are binding. As always, we welcome your innovative ideas and suggestions at any time of the year.*

<sup>1</sup> <https://ccs.ca/app/uploads/2021/12/CCC-2022-Payment-Cancellation-Policy.pdf>

<sup>2</sup> Privacy Policy – <https://ccs.ca/app/uploads/2020/12/CCS Privacy Policy - Approved July 31 2020.pdf>