

Energy, Optimism & Leadership

A bright future for child
health in Canada

Conference Sponsorship Package
November 2022



Children's
Healthcare
Canada



About Children's Healthcare Canada

Children's Healthcare Canada is the only association that convenes perspectives from across the entire continuum of care to improve children's health and health systems in Canada. Our members include regional health authorities, large tertiary/quaternary children's academic centres (children's hospitals) and rehabilitation hospitals, community hospitals, children's treatment centres and home/respite care providers.

Each year, millions of children and youth rely on the essential services delivered by Children's Healthcare Canada member organizations. As a national association, Children's Healthcare Canada:

- Takes a systemic approach to children's health: We work with stakeholders across the continuum of care to build integrated and innovative child health systems.
- Assembles diverse perspectives and expertise: We bring together stakeholders to share knowledge and insights that propel conversations forward and inform action.
- Has a strong and stable foundation: Over our 50 year history, we have built a strong and loyal membership base – having proven our value over time. The relationships and trust we have built provides a springboard for success.



8,000+

Child and youth healthcare providers, administrators, policy makers and researchers in our network

250+

Individual health delivery organizations represented, including every major Canadian children's hospital



According to UNICEF, Canada was ranked 30th out of 38 OECD countries with respect to the health and well-being of children and youth.

More children and youth are going to hospitals with increasingly complex and acute mental health concerns, partly because early intervention services are often not available in time.

Canada has the third highest suicide rates for youth in the world. Our children deserve better, and Children's Healthcare Canada functions to improve our healthcare capabilities

Annual Conference

Children's Healthcare Canada is thrilled to be back in person for our annual conference November 30 – December 1, 2022, at the beautiful Shaw Centre in downtown Ottawa! For those unable to meet in Ottawa, a real time virtual option will be available.

This event is a celebration of leaders in child health with a theme of *Energy, Optimism and Leadership: A Bright Future for Child Health in Canada!*

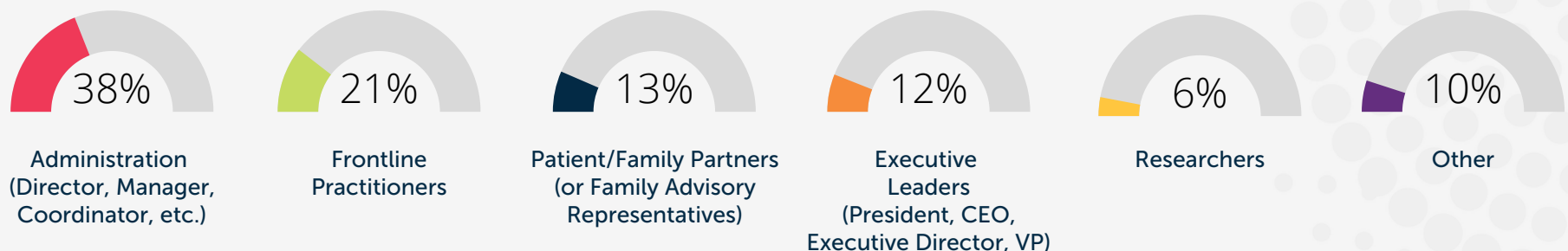
The two-day conference convenes the child health community to share and learn from colleagues and thought leaders on issues of the day. Innovation, technology, wellness, trust in healthcare, equity, diversity and inclusion, are examples of what to expect on the main stage.

An awards ceremony will recognize and honour the leadership of children's health champions.

Sponsors of the annual conference will have the opportunity to network and meet with child health leaders face to face, and online via a dynamic web based platform.

Delegate Profile

The Conference will engage a diverse representation of Canadian child health and healthcare stakeholders. Annually, this event attracts approximately:



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Children's Healthcare Canada is pleased to offer a number of unique opportunities for sponsors to engage with delegates at the Children's Healthcare Canada 2022 Annual Conference. The offerings listed below can be stand-alone sponsorships, or combined into a customized package. We welcome your ideas on how you would like to reach and engage our delegates. Please contact conference@childhealthcan.ca with any questions.

Keynote and Plenary Sessions \$15,000 (6 Available)

- Includes: 30-second ad to be played prior to the session
- **Opportunity to introduce Keynote Speaker (live, in-person or pre-recorded)**
- Logo and organization name displayed on session page
- Two additional complimentary conference registrations (in-person)

Breakfast Club \$20,000 (2 Available)

- Content to be developed by sponsor, with a focus on Leadership in Child Health. Children's Healthcare Canada has final approval for content and speaker(s)
- **1 hour (live, in-person) session on November 30 or December 1**
- Promoted through the conference platform, conference app and the SPARK platform
- Session will be live streamed to our virtual delegates. It will also be recorded and available to watch on demand for 3 months post-event.
- Logo and organization name displayed on session page
- Two additional complimentary conference registrations (in-person)



All sponsors with packages over \$5,000 will receive:

- Your logo displayed in the sponsor section on the front page of the conference website
- A designated branded page on the conference website displaying the sponsors choice of text, video, links, and graphics
- One complimentary conference registration (for in-person or virtual)

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Leadership on Tap \$10,000 (2 Available)

Leadership on Tap is an exclusive session that pairs emerging leaders and senior leaders in small group discussions to speak candidly about child health priorities and what the future of healthcare looks like. Sessions will be November 10 (virtual) and November 30 (in-person)

- Introduce session and leaders
- Logo and organization name displayed on session page
- Branded pre-event or post-event email to delegates
- **One session will be in person (in Ottawa) and the second will be a virtual event. Preference will be considered but not guaranteed.**
- One additional complimentary conference registration (in person or virtual, depending on session sponsored)

Leadership Insider \$12,000 (6 Available)

The Leadership Insider sessions on December 1 will convene child health leaders with peers from coast to coast sharing common interests. Geared to specific communities, topics including Innovation, Children's Pain, Pediatric Nursing and Child and Youth Mental Health will be the focus of interactive, in person 2.5-hour sessions. Content will be designed by subject matter experts to engage system leaders in generative dialogue, problem solving and knowledge sharing. Ask us for more details!

- **Opportunity to introduce in person session in Ottawa.**
- Logo and organization name displayed on conference session page
- One additional complimentary virtual conference registration (in-person)

Lunch & Learn Sessions \$20,000 (2 Available)

- Content to be developed by sponsor, with a focus on Leadership in Child Health. Children's Healthcare Canada has final approval for content and speaker(s)
- **1 hour virtual session on November 9 or November 23**
- Promoted through the conference platform, conference app and the SPARK platform
- Session will be open access to the conference delegates, Children's Healthcare Canada members and the general public. It will also be recorded and available to watch on demand for 3 months post-event.
- Logo and organization name displayed on session page
- Two additional complimentary conference registrations (virtual)

"Working collaboratively with the entire team at Children's Healthcare Canada allows HIROC to co-create unique opportunities to engage with the healthcare community at the annual conference and through many more touchpoints. We greatly value our partnership."

-P. DeSouza, HIROC

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Pre or Post Email Blast \$5,000 (6 Available)

- Send a customized, branded email to Children's Healthcare Canada's distribution list of more than 8,000 recipients, pre or post conference. (Final approval of content by Children's Healthcare Canada)
- Include links to website/social media
- Include electronic resources/handouts

Video Ad \$5,000 (Limited Availability)

- One minute video to be played during a conference break on November 30 or December 1.
- Video to be developed by sponsor and submitted for approval to Children's Healthcare Canada
- Preference for placement/timing of ad will be considered, but not guaranteed

Delegate Lanyards \$5,000 (1 Available)

- Your logo will be displayed prominently with the Children's Healthcare Canada logo on all delegate lanyards.
- Your logo displayed on the conference website
- Lanyards to be provided by Children's Healthcare Canada.

Cell Phone Charging Station \$2,000 (1 Available)

- Attendees can get a quick and secure recharge for their devices, laptops, and tablets.
- This station will be located in the main hallway at the Shaw Centre and exclusively branded with your logo for the duration of the in-person event.

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On-Site Table Top Display \$2,500 (6 Available)

- Set up a Table Top Display at the Shaw Centre in Ottawa and engage with conference delegates on November 30 and December 1.
- One (1) 6' draped table and chair. (Electrical cannot be guaranteed).

Branded Lounge Area & Networking Breaks \$6,000 (1 Available)

- Sponsor's name will be included on the program under each break.
- Sponsor is encourage to display a banner or promotional materials at the Lounge Area (to be approved by Children's Healthcare Canada).
- Space available November 30- December 1, 2022.

Welcome Reception & Awards Ceremony \$10,000 (1 Available)

- Join our Children's Healthcare Canada CEO at the in-person reception and awards ceremony on the evening of November 29 to distribute the leadership awards.
- Your logo will be displayed on the conference website.
- Sponsor is encouraged to set up a banner or small display in the reception area at the Shaw Centre in Ottawa.
- One additional complimentary conference registration (in-person).

Interested in sponsoring our 2022 Hybrid Conference?

Email us at conference@childhealthcan.ca. We'd love to discuss the opportunities listed above or build a custom sponsorship package geared towards your organization's sponsorship needs.

For more information about our 2022 sponsorship opportunities, please contact our office at conference@childrenshealthcarecanada.ca

Get in touch



childrenshealthcarecanada.ca



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