



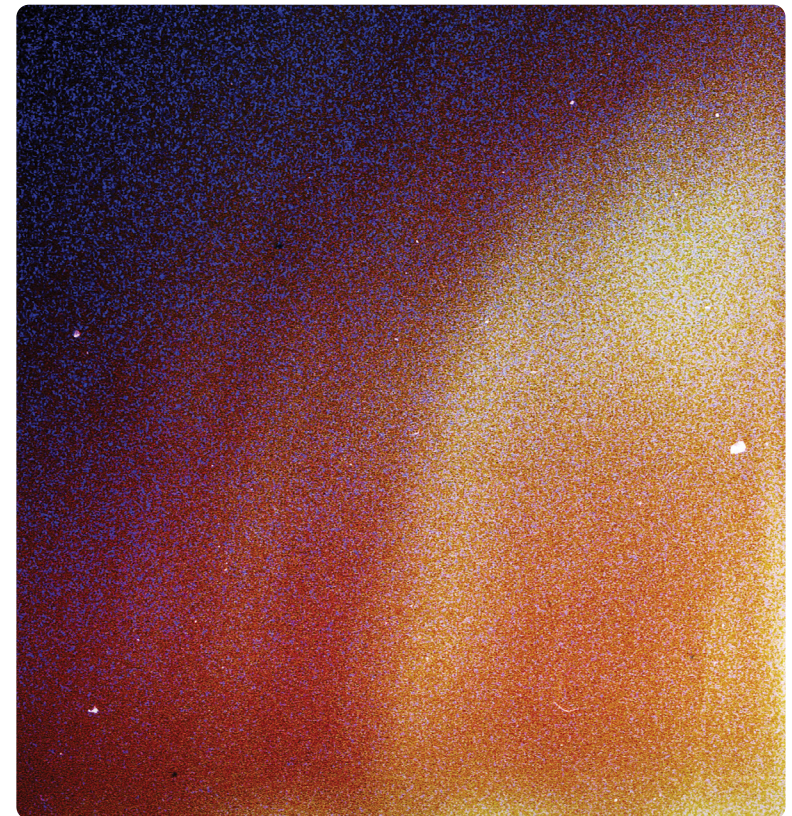
# symposium

September 4 to 6, 2024

Shaw Centre, Ottawa, Ontario

## Sponsorship Prospectus

Opportunity



Recognition



# symposium

Symposium 2024 is one of the most significant health technology assessment conferences in the world, bringing together speakers and delegates from a broad spectrum of stakeholders from Canada and across the globe, including health system leaders, patient groups, innovators, researchers, students, industry representatives, and more!

We invite you to explore the opportunities that sponsorship of this important event can bring to your organization – from increased visibility to greater awareness and recognition of your products and services within the health care sector.

# About



## CADTH

CADTH is Canada's Drug and Health Technology Agency. It was established by Canada's federal, provincial, and territorial governments to be a trusted source of independent information and advice for the country's publicly funded health care systems. Health administrators and policy experts rely on CADTH to help inform their decisions about the life cycle management of drugs, devices, and services used to prevent, diagnose, and treat medical conditions.

## Symposium 2024

Symposium 2024 is a must-attend event for producers and users of evidence-based information on drugs and health technologies and provides an outstanding forum for productive discussions and valuable information sharing. This world-class event offers a unique opportunity for attendees to learn from local, national, and international experts, and to share expertise and knowledge.

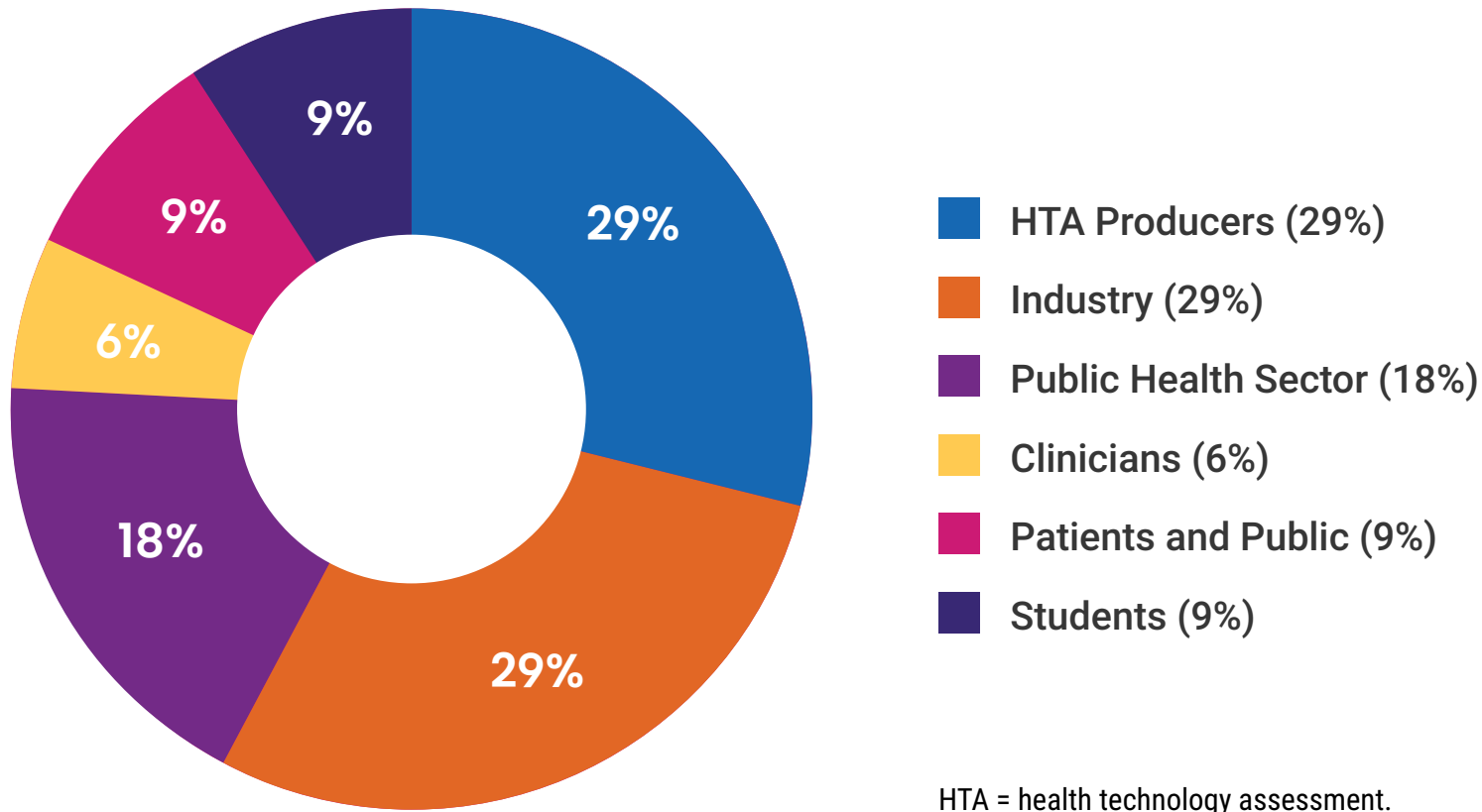
Symposium 2024 will be held from September 4 to 6, 2024. It is a hybrid event with the in-person program taking place at the Shaw Centre in Ottawa. This format offers opportunities for sponsors to reach both in-person and virtual attendees.



The theme of Symposium 2024 is From Disruption to Opportunity:  
Embracing Change in Health Care.

# By the Numbers

## Symposium Attendance by Sector (Based on Previous Years)



Anticipated Attendance in 2024: 1,000 participants

# Past Sponsors

- Canadian Association for Population Therapeutics
- Canadian Institute for Health Information
- Canadian Institutes of Health Research
- EVERSANA
- Inmar
- Innomar Strategies Inc.
- Institute of Health Economics
- IQVIA
- Mapol Inc.
- Morse Consulting Inc.
- PDCI Market Access
- PeriPharm
- PIVINA Consulting Inc.
- Quandrant Health Economics
- WestPAR

# Sponsor Benefits



Symposium 2024 will bring together an anticipated 1,000 in-person and virtual delegates who are actively involved in policy-making, program decision-making, health care delivery, and research. As a sponsor, you'll have the opportunity to increase the profile of your organization with Symposium 2024 attendees and to network with a wide range of stakeholders. As a sponsor, you're also entitled to a tabletop display in a high-traffic area, website and onsite recognition, and complimentary registrations.

In addition, your sponsorship helps support our Travel Award Program for patient group representatives, caregivers, students, and members of equity-deserving groups, and helps us maintain low registration fees for these groups.

Our Symposium 2024 sponsorship levels are designed to appeal to a wide variety of budgets and requirements to best suit your organizational needs while maximizing your visibility.

Partner with Symposium 2024 and enjoy all the benefits sponsorship has to offer.

# Sponsorship Levels

## Platinum (\$10,000)

- Three complimentary Symposium 2024 registrations – in-person or virtual
- Four complimentary tickets for the Symposium 2024 social event
- One tabletop display in a high-traffic area (skirted table supplied by CADTH)
- One full-page ad (full colour) in the Symposium 2024 final program
- Acknowledgement during the Symposium’s official opening
- Recognition as a sponsor on the Symposium 2024 website, onsite signage, and the mobile app
- Company logo displayed in both in-person and virtual event spaces
- Opportunity to link to additional company content from the virtual event space



# Sponsorship Levels

## Gold (\$7,500)

- Two complimentary registrations – in-person or virtual
- Two complimentary tickets for the Symposium 2024 social event
- One tabletop display in a high-traffic area (skirted table supplied by CADTH)
- One half-page ad (full colour) in the Symposium 2024 final program
- Acknowledgement during the Symposium 2024 official opening.
- Recognition as a sponsor on the Symposium 2024 website, onsite signage, and the mobile app
- Company logo with link displayed on the virtual event space
- Opportunity to link to additional company content from the virtual event space

# Sponsorship Levels

## Silver (\$5,000)

- One complimentary registration – in-person or virtual
- One complimentary ticket for the Symposium 2024 social event
- One tabletop display in a high-traffic area (skirted table supplied by CADTH)
- One quarter-page ad (full colour) in the Symposium 2024 final program
- Acknowledgement during the Symposium’s official opening
- Recognition as a sponsor on the Symposium 2024 website, onsite signage, and the mobile app
- Company logo with link displayed on the virtual event space
- Opportunity to link to additional company content from the virtual event space

# Sponsorship Levels

## Bronze (\$2,500)

- One tabletop display in a high-traffic area (skirted table supplied by CADTH) (value \$1,500)
- Acknowledgement during the Symposium 2024 official opening.
- Recognition on the Symposium 2024 website, onsite signage, and the mobile app
- Company logo with link displayed on the virtual event space
- Opportunity to link to additional company content from the virtual event space

## Other Opportunities

We would be pleased to discuss a customized or general sponsorship package that meets your needs. Please send an email to [symposium@cadth.ca](mailto:symposium@cadth.ca) and we'll be in touch.

# Sponsorship Application Form



September 4 to 6, 2024

Shaw Centre, Ottawa, Ontario

## Select Your Sponsorship Level

**PLATINUM:** \$10,000    **GOLD:** \$7,500    **SILVER:** \$5,000    **BRONZE:** \$2,500

## Other Opportunities

Tabletop display for full Symposium: \$1,500

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Organization name and website (as it will appear on the virtual event space)

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Contact name

Contact title

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Address

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City

Province

Postal code

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Telephone

Fax

Email

## Terms

- An invoice will be issued with the confirmation of your Symposium 2024 support.
- Full payment, plus applicable taxes, is due and payable to CADTH upon receipt.
- Send completed form to [symposium@cadth.ca](mailto:symposium@cadth.ca)

## Sponsorship Benefit Specifications, Terms, and Conditions (As Applicable to the Sponsorship Level)

- Sponsorship opportunities are granted on a first-come, first-served basis.
- Application forms for sponsorship must be received by Wednesday, July 17, 2024.
- No refunds will be given for cancellations.
- Sponsorship opportunities are not available to commercial entities that stand to benefit financially from the results of CADTH reviews.
- CADTH reserves the right to decline any sponsorship that, in its judgment, is not in keeping with the character of the Symposium 2024.
- Upon notice of acceptance of their application, sponsors are to supply high-resolution copies of their organization's logo in JPEG and EPS formats (in both black and white and in colour) to [symposium@cadth.ca](mailto:symposium@cadth.ca).

Deadline to submit applications is **Wednesday, July 17, 2024**

