INVITATION TO INVEST
OCTOBER 22-25 | EDMONTON
Dear Valued Partner,

The Canadian Cardiovascular Congress (CCC), the largest gathering of cardiovascular and allied health professionals in Canada, has been a much-anticipated annual event for decades. We invite you to join us in Edmonton, Alberta — a city that’s been called “a powerhouse for cardiovascular research and treatment” — for CCC 2020. We’re anticipating more than 2,500 delegates, including cardiologists, cardiovascular surgeons, researchers, nurses, and other cardiovascular specialists from across Canada and around the globe.

New for 2020 is our focus on optimizing the value of CCC for delegates by working with partners who will help to enhance not only their professional lives, but also their personal lives outside of the clinic, office, classroom or lab. To these new and prospective supporters, we look forward to working together to ensure your first-time investment in CCC exceeds your expectations.

To our long-standing supporters, we are grateful for your continued investment, and we’re committed to finding new ways to maximize and demonstrate your return on investment. As always, we are dedicated to providing the most value possible for all of our investors and partners, through the thoughtful design of our space, development of our program, and presentation of our content.

We look forward to the opportunity to work with you. See you in Edmonton!

Sincerely,

Simon Jackson
MD, FRCP(C), MMedEd
Annual Meeting Chair, Canadian Cardiovascular Congress

*The Invitation to Invest for CCC 2020 will be released in two parts. The majority of the opportunities are outlined in this invitation to make it easier for you to plan ahead and align your annual marketing objectives and budgets. We will be releasing Part 2 of this invitation in the spring of 2020, which will contain more “up-to-the-minute” opportunities including additional advertising options, slots for late-breaking accredited scientific programming and more. As always, we welcome your innovative ideas and suggestions at any time of the year.
What does it mean to invest in CCC 2020?

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

Opportunities to Invest

- Become a sponsor
- Fund an Accredited Symposium
- Purchase advertising
- Exhibit
- Register as a delegate

2,500 delegates together in one place.

Have an idea? Looking for something a bit different?

Each option is customizable. We’re also open to exploring something beyond this year’s offerings to best meet your marketing goals.

Click here for the full listing of opportunities to invest in CCC 2020

Is an ongoing corporate partnership with the CCS more your style?

If you’re interested in achieving more together than we each could on our own, our team would be happy to explore a shared-value partnership.

To discuss opportunities to invest, please contact:

Shauna Almas
Director of Development
1-877-569-3407 ext. 431
613-569-3407 ext. 431
almas@ccs.ca

1 https://www.conferenceharvester.com/harvester2ex/login.asp?EventKey=CWENAQKI
Why Attend?

The Canadian Cardiovascular Congress is the much-anticipated annual national cardiovascular event that brings over 2,500 delegates together in one place. Nearly 50% of the attendees are Canadian physicians. Many other members of the Canadian cardiovascular health service delivery team are in attendance as well.

Attending Organizations

CCS AFFILIATES
- Canadian Adult Congenital Heart Network
- Canadian Association of Interventional Cardiology
- Canadian Cardiac Transplant Network
- Canadian Cardiovascular Critical Care Society
- Canadian Heart Failure Society
- Canadian Heart Rhythm Society
- Canadian Pediatric Cardiology Association
- Canadian Society of Cardiac Surgeons
- Canadian Society of Cardiovascular Magnetic Resonance
- 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
Sponsorship Levels - Commercial

CCC 2020 is funded through registration fees, educational grants and sponsorship. Industry support greatly enhances the caliber of the CCC and the opportunity to offer high-quality educational programming. At the same time, the CCC presents a unique opportunity for interaction between you and the healthcare professionals involved in Canadian cardiovascular care.

The Canadian Cardiovascular Society accepts support through educational grants towards the success of the CCC. By providing educational grants your organization supports the CCS in its continued commitment to build capacity for a strong cardiovascular community in Canada.

<table>
<thead>
<tr>
<th>GRAND PATRON</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Grand Patron provides a general sponsorship to the meeting in the amount of $50,000¹ or more. Benefits are listed in the Benefits of Sponsorship table and include the opportunity to be recognized as a Platinum or Diamond sponsor.</td>
<td>Through the Cumulative Recognition Program, a Grand Patron can become a Diamond-level sponsor if the investment in CCC across all opportunities totals $100,000¹ or more. In addition to the benefits listed in the table, Diamond sponsors also receive: • 1 Complimentary Universal Exhibitor Full Registration • upgraded recognition signs for their booth; • recognition on the CCC homepage; • recognition in the kick-off session; • diamond sponsor staff ribbons; and • upgraded sponsor recognition signs on-site.</td>
<td>Through the Cumulative Recognition Program, a Grand Patron can become a Platinum-level sponsor if their investment in CCC across all opportunities totals $130,000¹ or more. In addition to the benefits listed in the table, Platinum sponsors also receive: • 2 Complimentary Universal Exhibitor Full Registration; • upgraded recognition signs for their booth; • recognition on the CCC homepage; • verbal recognition in the kick-off session; • platinum sponsor staff ribbons; • recognition signage at the registration counters; and • recognition in the confirmation email to all registered delgates;</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PATRON</th>
<th>CONTRIBUTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>General sponsorship of the meeting &gt; $25,000¹. See the Benefits of Sponsorship table for the full list of benefits.</td>
<td>General sponsorship of the meeting &gt; $10,000¹. See the Benefits of Sponsorship table for the full list of benefits.</td>
</tr>
</tbody>
</table>

¹ Plus applicable taxes
**Benefits of Sponsorship**

<table>
<thead>
<tr>
<th>Description</th>
<th>Grand Patron* (≥ $50,000)</th>
<th>Patron (≥ $25,000)</th>
<th>Contributor (≥ $10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary 10’x 10’ booth space**</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Universal Exhibitor Full Registration</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Eligible for Cumulative Recognition Program2</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority selection of à-la-carte advertising opportunities</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(see link on page 3 and guidelines on page 14)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of CCC delegate list (once before and once after)3</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of CCC logo on related advertising and print materials</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Recognition in the preliminary meeting promotions4</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Corporate logo included with exhibitor listing in CCC app4</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Link to a program outline circulated in an exclusive Accredited</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Symposium eBulletin prior to congress</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supporter Recognition through corporate name or logo listed</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>in the Final Program App4</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate logo on the CCC media, website on designated page, on-site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>signage in select areas during CCC</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement of support throughout the year leading up to and during</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CCC through:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Canadian Journal of Cardiology abstract publication;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Canadian Cardiovascular Congress website, including a link to your</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>website;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Canadian Cardiovascular Society CCC mailings;</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Acknowledgment and logo recognition during the Kick Off Session;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sponsor ribbons for all registered staff;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Signage at your booth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

** Plus applicable taxes

2 Every dollar counts! The Cumulative Recognition Program provides recognition to Grand Patrons based on their total investment before taxes. In addition to your Grand Patron sponsorship, all exhibit and advertising opportunities will be used to calculate your cumulative recognition level, as follows:

- **Platinum**: > $130,000
- **Diamond**: > $100,000

For example, a Grand Patron who purchases an Accredited Symposia, a 20 x 20 exhibit and $50,000 in advertising items would be recognized at the highest Platinum level.

3 Additional fees may apply

4 Deadlines apply

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

** Priority booth selection is done using the point system outlined on page 11.
INVITATION TO INVEST CCC 2020
OCTOBER 22-25, 2020
EDMONTON, AB

Sponsorship Levels - Not-For-Profit & 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.

**PREMIER GOLD**
General sponsorship of the meeting
> $25,000¹.

**GOLD**
General sponsorship of the meeting
> $10,000¹.

**SILVER**
General sponsorship of the meeting
> $5,000¹.

### Benefits of Sponsorship

<table>
<thead>
<tr>
<th>Description</th>
<th>PREMIER GOLD (≥ $25,000¹)</th>
<th>GOLD (≥ $10,000¹)</th>
<th>SILVER (≥ $5,000¹)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing in the Final Program App</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary 10’x 10’ booth space</td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Corporate logo on the CCC media, website on designated page, on-site signage in select areas during CCC</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Use of delegate list (once before and once after)²</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary Universal Exhibitor Full Registration</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Acknowledgement of support throughout the year leading up to and during CCC through:³</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Canadian Journal of Cardiology abstract publication;</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>• Canadian Cardiovascular Congress website, including a link;</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Canadian Cardiovascular Society CCC mailings;</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>• Acknowledgment and logo recognition during the Kick Off Session;</td>
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<td>• Sponsor ribbons for all registered staff;</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>• Signage at your booth</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

¹ Plus applicable taxes
² Additional fees may apply
³ Deadlines will apply

To discuss opportunities and benefits for not-for-profits and government agency sponsors, please contact:

Shauna Almas
Director of Development
1-877-569-3407 ext. 431
613-569-3407 ext. 431
almas@ccs.ca
Fund an Accredited Symposium

Accredited Symposia are an essential part of CCC. They extend the delegate’s educational experience, bringing key thought leaders and the latest research to the forefront. They’re also a great opportunity for you to get input and feedback directly from clinical decision makers.

Accredited Symposia are co-developed by CCS or another physician organization and accredited by CCS for Royal College Section 1 or 3 MOC credits and American Medical Association PRA 1 credits. They’re planned by an independent Scientific Planning Committee to ensure the evidence presented is valid, objective and balanced.

Fund an Accredited Symposium ................................. $40,000

The following is the schedule of available time slots*:

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, October 22, 2020</td>
<td>12:30 – 13:30</td>
</tr>
<tr>
<td>Friday, October 23, 2020</td>
<td>07:00 – 08:00</td>
</tr>
<tr>
<td></td>
<td>12:30 – 13:30</td>
</tr>
<tr>
<td>Saturday, October 24, 2020</td>
<td>07:00 – 08:00</td>
</tr>
<tr>
<td></td>
<td>12:30 – 13:30</td>
</tr>
</tbody>
</table>

Ancillary Event Function Space2

CCS requires all activities and meetings independently organized, offered by a company or organization other than the CCS, and held in conjunction with CCC 2020 to be reviewed and approved.

To discuss hosting ancillary events or reserving function space, please contact:

Shauna Almas
Director of Development
1-877-569-3407 ext. 431
613-569-3407 ext. 431
almas@ccs.ca

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1 Plus applicable taxes

* Each Accredited Symposia time slot is $40,000 (plus applicable taxes). Multiple opportunities are available. None of the time slots are guaranteed to be unopposed, and times are subject to change.

2 For more information on guidelines and restrictions on hosting ancillary events, please see sponsorship guidelines on page 14.
Extend the reach of your investment

If you’re funding an Accredited Symposium, you can now opt to extend its reach beyond the walls of CCC.

Accredited E-Learning

The Accredited Symposium you support will be adapted into an e-learning course, accredited for Section 3 credits. It will be posted following CCC and available free of charge for up to one year. You will also be recognized as a sponsor of CCC2020 Live Stream and CCC2020 On Demand.

CCC2020 Live Stream

Delegates can attend CCC virtually — from anywhere in the world. Select sessions will be streamed live from CCC, including your Accredited Symposium. Just like on-site delegates, virtual delegates will have access to session interactivity through the CCC app and the ability to claim Section 1 credits. Live-streamed sessions include Accredited Symposia, national guidelines, plenary sessions and even some workshops. It’s a great option for those whose schedule doesn’t permit travel to CCC or who are looking to reduce their personal carbon footprint.

CCC2020 On Demand

Recordings of the scientific content that’s streamed live will be made available online for one year, free of charge. This content is unaccredited.

What’s included?

- One online learning course based on the content delivered at CCC, accredited for Section 3 credits
- One complimentary virtual industry delegate registration for CCC2020 Live Stream
- Your corporate logo included on promotional materials, as appropriate, for CCC2020 Live Stream and CCC2020 On Demand
- An invitation recognizing sponsors for CCC2020 Live Stream and CCC2020 On Demand to share with colleagues and customers

Accredited Symposium Add-on .......................................................... $25,000¹

For further information on Accredited Symposia, Accredited E-Learning, CCC2020 Live Stream or CCC On Demand please contact:

Vanessa Richardson
Program Manager, Continuing Professional Development
1-877-569-3407 ext. 410
613-569-3407 ext. 410
Richardson@ccs.ca

¹ Plus applicable taxes
Exhibit at CCC 2020

Maximize your investment, increase your booth traffic.

Did you know that approximately 70% of trade show attendees pre-plan which booths they intend to visit using the CCC app? You can add your logo to the exhibitor listing in the CCC app, leading up to and on-site during CCC, to guide delegates easily and quickly to your booth in the Community Hub.

Exhibits Add-on ......................................................................................................................................... $500

Over 95% of all delegates visit the Community Hub, where the exhibit booths are located. We include dedicated time for delegates to explore this area, which also features ePosters and moderated presentations, research displays, Hub Talks, art exhibits, (coffee/snacks/lunch) and daily wine and cheese receptions.

• Starting at $4,250¹ per 10’ x 10’ exhibit³
• Corner add-on $450 per 10’ x 10’ corner premium¹

Not-for-profits and publishers are eligible for a 50% discount on booth fees. Limited booths available, so reserve early.

Click here for booth and advertising selections²

To discuss investing in CCC 2020, contact:

Shauna Almas
Director of Development
1-877-569-3407 ext. 431
613-569-3407 ext. 431
almas@ccs.ca

For more information about exhibiting at CCC 2020, contact:

Eric Paterson
Project Manager - Exhibits
Canadian Cardiovascular Congress (CCC) Secretariat
1-866-317-8461 ext. 233
(613) 238-2304 ext. 233
ccc-exhibits@intertaskconferences.com

¹ Plus applicable taxes.
² https://www.conferenceharvester.com/harvester2ex/login.asp?EventKey=CWENAQKI
³ $43.75 per square foot for island exhibits

Space Assignment

Priority points from 2019 will allow you priority booth selection for CCC 2020.
Exhibitor Point System

With Exhibitor Priority Points, the more points you accumulate, the earlier you get to select your booth location! Points accumulate over a three-year period (CCC 2018, CCC 2019, CCC 2020).

Mergers & Acquisitions, Company Splits

When companies are acquired, merged or consolidated, CCC will use the points from the company with the greatest amount accumulated (points cannot be combined). When a company splits, it is the responsibility of the companies to determine how they want the total points split between each company.

Points based on sponsorship level

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Patron sponsorship</td>
<td>10</td>
</tr>
<tr>
<td>Diamond-level sponsorship</td>
<td>20</td>
</tr>
<tr>
<td>Platinum-level sponsorship</td>
<td>30</td>
</tr>
</tbody>
</table>

Points based on booth size

*Refers to net exhibit space purchased for CCC 2020 and is not cumulative with any previous or future bookings.

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit space purchased</td>
<td>2 points per 100 ft²</td>
</tr>
<tr>
<td>Increasing your square footage over previous years’ total</td>
<td>2 points per additional 100 ft²</td>
</tr>
<tr>
<td>Corner add ons</td>
<td>2 points per add on</td>
</tr>
</tbody>
</table>

Did you reserve space at CCC in 2018, 2019 & 2020? You’re eligible for 10 additional points!

Points based on advertising spend

Applicable to new or increased advertising only. Must be ordered before August 24, 2020

<table>
<thead>
<tr>
<th>Advertising Spend Range</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>$5,000 to $9,999</td>
<td>2</td>
</tr>
<tr>
<td>$10,000 to $24,999</td>
<td>5</td>
</tr>
<tr>
<td>$25,000 to $49,999</td>
<td>10</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>15</td>
</tr>
<tr>
<td>$74,999+</td>
<td>5 points per $25,000 increment</td>
</tr>
</tbody>
</table>

Points based on completed exhibitor tasks

*Dates and tasks are subject to change, please contact us.

<table>
<thead>
<tr>
<th>Task</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>At least half (50%+) of sponsorship payment received by January 31, 2020</td>
<td>15</td>
</tr>
<tr>
<td>Full (100%) sponsorship payment received by January 31, 2020</td>
<td>20</td>
</tr>
<tr>
<td>Renewed or ordered on or before May 15, 2020</td>
<td>10</td>
</tr>
<tr>
<td>Housing block form submitted by May 15, 2020</td>
<td>10</td>
</tr>
<tr>
<td>Exhibit space paid in full within 90 days of invoicing</td>
<td>15</td>
</tr>
<tr>
<td>Company product listing populated by August 3, 2020</td>
<td>10</td>
</tr>
<tr>
<td>90% of names populated in the online housing group reservation through the official housing bureau by August 10, 2020</td>
<td>10</td>
</tr>
<tr>
<td>NEW for 2020: Housing reservations for 1 or 2 exhibitors completed by August 10, 2020</td>
<td>2 points</td>
</tr>
<tr>
<td>NEW for 2020: Housing reservations for 3 or more exhibitors completed by August 10, 2020</td>
<td>5 points</td>
</tr>
<tr>
<td>New investment in CCC 2020 sponsorship or advertising submitted by August 24, 2020</td>
<td>5 points</td>
</tr>
<tr>
<td>Upgrading to Platinum after initial order before August 31, 2020</td>
<td>20</td>
</tr>
<tr>
<td>NEW for 2020: Required tasks completed before September 15, 2020</td>
<td>5</td>
</tr>
</tbody>
</table>

Note: Show management reserves the right to remove points for not following show rules & regulations in the Exhibitor Toolkit while participating at CCC (i.e. if payment in full is not made by due date - 2 points lost; dismantling earlier than closing time - 5 points lost)
Canadian Cardiovascular Society (CCS)

The CCS is a non-profit professional medical organization of more than 2,000 cardiovascular specialists and researchers.

**Our Vision:** Leading cardiovascular health and care excellence

**Our Mission:** The CCS is the national voice for cardiovascular clinicians and scientists, promoting cardiovascular health and care excellence through:

- Knowledge translation, including dissemination of research and application of best practices;
- Professional development; and
- Leadership in health policy and advocacy.

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

- Membership;
- Guidelines and Clinical Practice Updates;
- Knowledge Translation, including the Canadian Journal of Cardiology and CJC Open;
- Accredited medical education, including the CCC;
- Programs for Trainees and early-career cardiologists and cardiac surgeons; and
- Advocating health policy and access to care.

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

Heart & Stroke

Life. We don’t want you to miss it. That’s why Heart & Stroke leads the fight against heart disease and stroke. Powered by donors and volunteers, we fund life-saving research and help Canadians lead healthier lives.


Promote health
- Drive policy and systems change to create healthy environments
- Empower people in Canada to live healthy lives
- Work with Indigenous leaders and communities to close the health gap

Save lives
- Enable faster, better cardiac arrest and stroke emergency response and treatment

Enhance recovery
- Build communities and enhance support for patients, families and caregivers
- Help people be effective self-advocates and patient partners

What we do:
- We invest in life-saving research and support the next generation of heart and stroke researchers
- We empower and support people in Canada to take control of their health
- We advocate to governments to invest in programs, public awareness campaigns and healthy public policies – policies that can help create an environment where healthy choices become easy choice
- We partner with volunteers, donors, researchers, clinicians and people affected by heart disease and stroke to have the greatest impact
- We educate patients and health professionals about heart disease and stroke
- We make health-related data accessible and easy to understand.

www.heartandstroke.ca
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.

- Logos, marks and/or corporate identifiers used for recognizing CCC 2020 investors is limited to ‘corporate’ marks; ‘parent brands’ only will be accepted. No product logos or marks will be used for recognition. Individual advertising and company booth space, as permitted, may use brand names or product names, marks or identifiers.

- CCC 2020 program agendas and content are determined by appropriate CCS Scientific Program Planning Committees, independent of influence from previous and prospective supporters or their agents.

- Industry may not organize any functions involving CCC 2020 delegates that will conflict with any educational sessions or global social events. Industry promotions should enhance the activities of CCC 2020 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 Host Organizations.

- The name and/or logo of CCC 2020 and/or the Host Organizations may not be used in conjunction with advertising or promotion of any kind without expressed written permission from the Host Organizations.

- Program presentations of CCC may not be reproduced in any form without the written consent of the Host Organizations.

- A right of first refusal will be offered to supporters of CCC 2019 (Montréal). CCC 2019 Supporters have until 23:59 (ET) on Thursday, November 21, 2019 to confirm their supporter level and up to three (3) à-la-carte items that they sponsored in 2019, for CCC 2020. If a 2019 opportunity is not available in Edmonton, the sponsor will be contacted with a comparable replacement.

- Expression of Interest Renewal form must be completed electronically. Any CCC 2019 supporters not returning the form by the deadline will forfeit their right of first refusal. All remaining event sponsorship opportunities will then be offered Wednesday, December 4, 2019 on a first come, first served basis according to the support level and time received. Any forms submitted before this date will be returned to the supporting company.

- For full details regarding payment and cancellations, please refer to Payment terms and Cancellation policy.

- Participation in the à-la-carte opportunities must be undertaken in accordance with the individual sponsors marketing and promotion guidelines.

- All sponsorship and à-la-carte fees are subject to applicable taxes.

- Unless otherwise stated, opportunity fees do not include final artwork production or sample costs.

- Exhibit space in 2020 will be assigned using the Exhibitor Point System.

Please note: All applicable taxes are in addition to prices shown.

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1 http://www.cardiocongress.org/assets/2020/CCC_2020_Payment_And_Cancellation_Policy.pdf