Dear Valued CCC 2020 Virtual 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. And this year, our need to come together has never been greater.

The Canadian Cardiovascular Society is proud to host CCC 2020 Virtual, Canada’s premier cardiovascular event – and we invite you to join us! 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. By being virtual we also anticipate drawing members of the broader health community, with wider representation across geographies, sub-specialties and therapeutic areas.

CCC 2020 Virtual Objectives Include:

… strengthen the Canadian cardiovascular care community;
… promote Canadian perspectives on cardiovascular sciences to a global audience;
… enhance opportunities for professional collaboration and networking;
… offer a highly visible platform to showcase research from early career investigators;
… develop the next generation of cardiovascular care leaders through mentorship and network growth; and
… provide a forum for the discussion of public policy to strengthen cardiovascular care in Canada.

With top of the line integrated digital platforms that offer elite functionality and built-in intelligence, CCC 2020 Virtual strives to set a new standard by providing unparalleled opportunities to engage and interact with delegates in a meaningful way, while offering unprecedented value with unique metrics packages. And all from the comfort of your home or office! Delegates will be able to access the latest scientific information presented by leaders in cardiovascular health and medicine, connect and collaborate with colleagues across the country and around the world, and be able to access content well after CCC ends.

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 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 the CCC exceeds your expectations.

To our longstanding 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 the meeting, development of our program, and presentation of our content.

We look forward to embarking on this journey with you.

Sincerely,

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

www.cardiocongress.org
What Does your Investment Mean?

... 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 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 help share ideas, mobilize knowledge and improve 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 this visibility is extended well beyond the live 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.

... and all online from the comfort of your home or office.

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 open to exploring something beyond this year’s offerings to best meet your objectives.

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.

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

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

To discuss opportunities to invest, please contact:

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.

![Pie chart showing distribution of attendees: 48% Physicians, Researchers, Trainees, 9% Nurses, 6% Technicians and Technologists, 23% Industry, 1% Administrators and Policy Makers, 5% Students, 5% Rehabilitation Specialists (including dieticians and exercise specialists), 3% Perfusionists, 48% Physicians, Researchers, Trainees.]

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
INVITATION TO INVEST
CCC 2020 VIRTUAL
OCTOBER 21–24, 2020

Sponsorship Levels – All Organizations

**CCC 2020 Virtual** 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.

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<thead>
<tr>
<th>Sponsorship Level</th>
<th>Amount Required</th>
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<tbody>
<tr>
<td><strong>GRAND PATRON ($50,000+)</strong></td>
<td>A Grand Patron provides a general sponsorship to the meeting in the amount of $50,0001 or more.</td>
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<tr>
<td><strong>DIAMOND ($100,000+)</strong></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.</td>
</tr>
<tr>
<td><strong>PLATINUM ($130,000+)</strong></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.</td>
</tr>
<tr>
<td><strong>PATRON ($25,000)</strong></td>
<td>General sponsorship of the meeting = $25,0001.</td>
</tr>
<tr>
<td><strong>CONTRIBUTOR ($10,000)</strong></td>
<td>General sponsorship of the meeting = $10,0001.</td>
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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.

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<td><strong>PREMIER GOLD ($25,000)</strong></td>
<td>General sponsorship of the meeting = $25,000.</td>
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<td><strong>GOLD ($10,000)</strong></td>
<td>General sponsorship of the meeting = $10,000.</td>
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<tr>
<td><strong>SILVER ($5,000)</strong></td>
<td>General sponsorship of the meeting = $5,000.</td>
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**Click here to secure your opportunity**

To discuss Sponsorship Opportunities and Benefits please contact:

Shauna Almas
CCS 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
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.

Extend the Reach of your Investment

NEW

If you’re funding an Accredited Symposium, you can now opt to extend its reach beyond the CCC 2020 Virtual.

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.

For further information on Accredited Symposia and Accredited e-Learning, please contact:

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

Exhibitor Point System

EARN POINTS

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 Virtual).

For more information about exhibiting at CCC 2020 Virtual, contact:

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

1 Click here to secure your opportunity

https://www.conferenceharvester.com/harvester2ex/login.asp?EventKey=CWENAQKI
Standard Virtual Exhibit ($4,250)

Connect, collaborate, inform, educate, influence and impact CCC 2020 Virtual delegates with a standard virtual exhibit – from 10 days before the live event, and up to 12 months after. Gather valuable insights and build your lead list with a unique metrics package that will provide takeaway value and continued connectivity. Engage delegates using the live chat function, and provide target audiences with a plethora of content options to access, interact and engage within your booth – videos, presentations, live links, pdfs, or otherwise.

**INCLUDES:**
- **Standard Metrics Package**
- Corporate logo in the virtual exhibit hall (hyperlinked to your virtual exhibit content)
- Exhibitors will be listed on the CCC 2020 website
- Virtual exhibit can include:
  - Links to external online resources
  - Static images
  - Pre-recorded presentations
  - Live chat function
- The virtual exhibit hall is “open” for extended hours, and accessible up to 10 days before, and up to 12 months after, the live event
- 3 complimentary universal registrations

Click here to reserve your virtual exhibit

Premium Virtual Exhibit ($8,500)

Upgrade your experience with a premium virtual exhibit. In addition to premium placement in the virtual exhibit hall, this upgrade offers an upgraded metrics package that includes contact information, enhanced options for connectivity with an exclusive virtual lounge, as well as the opportunity to optimize efforts to connect, network, educate and collaborate with delegates with a complimentary Hub Talk (host a 20 min unaccredited session within the scientific programme, where you are invited to develop and deliver an engaging, interactive presentation on a topic of your choice).

**INCLUDES:**
- **Premium Metrics Package**
- Corporate logo in the virtual exhibit hall (hyperlinked to your virtual exhibit content)
- Exhibitors will be listed on the CCC 2020 website
- Virtual exhibit can include:
  - Links to external online resources
  - Static images
  - Pre-recorded presentations
  - Live chat function
- Exclusive online networking “lounge” hosted by you
- 1 complimentary Hub Talk ($7,500 value – see hub talk investment opportunity for more details)
- The virtual exhibit hall is “open” for extended hours, and accessible up to 10 days before, and up to 12 months after, the live event
- 4 complimentary universal registrations

Click here to reserve your virtual exhibit

PREMIUM PLUS VIRTUAL EXHIBIT*: limited as a complimentary benefit to all general meeting sponsors
To view CCC 2020 Sponsorship Guidelines, click [here](#)
Host Organizations

Canadian Cardiovascular Society (CCS)

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

**Our Vision:**
Strong heart teams in a heart-healthy Canada

**Our Mission:**
We advance heart health for all by setting standards for excellence in heart health and care; building knowledge and expertise of the heart team; and influencing policy and advocating for the heart health of Canadians.

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.

Our Vision:
Life. Uninterrupted by heart disease and stroke.

Our Mission:
Promote health. Save lives. Enhance recovery.

Promote health
• Drive policy and systems change to create healthy environments
• Empower people in Canada to live healthy live
• 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.

To learn more, visit www.heartandstroke.ca