

Canadian  
Cardiovascular  
Congress



Congrès canadien  
sur la santé  
cardiovasculaire



# Sponsorship Opportunities

*Edmonton, Alberta  
October 24-28, 2009*



**Canadian  
Cardiovascular  
Society**

*Leadership. Knowledge. Community.*

**Société  
canadienne  
de cardiologie**

*Communauté. Connaissances. Leadership.*



**HEART &  
STROKE  
FOUNDATION  
OF CANADA**

**FONDATION  
DES MALADIES  
DU CŒUR  
DU CANADA**

*Finding answers. For life.  
À la recherche de solutions.*

**CC**  
2009

## An invitation to support the premiere annual cardiovascular learning event in Canada.

The Canadian Cardiovascular Society (CCS) and the Heart and Stroke Foundation of Canada (HSFC) invite you to participate in the Canadian Cardiovascular Congress 2009 (CCC 2009), which includes the 62nd Annual Scientific Meeting of the Canadian Cardiovascular Society, to be held in Edmonton, Alberta, October 24 to 28, 2009.

### Scientific Program

CCC 2009 is the largest cardiovascular congress in Canada and, incorporates a four-day educational program.

The Canadian cardiovascular community recognizes the CCC Scientific Program as an important educational forum for Canadian cardiovascular health professionals. The program delivers high-quality science and education through plenary sessions, lively debates, clinical

trial updates, poster and moderated poster presentations, simultaneous oral sessions, interactive workshops, public forums, informal 'Meet the Expert' sessions and more.

CCS Annual Meeting Chair, Dr. Malcolm Arnold, oversees all content-related activities within and associated with the CCS Scientific Program. In doing so, Dr. Arnold ensures the Scientific Program provides attendees with the learning experience they seek.

### Expanding the Dialogue 2009

*Expanding the Dialogue 2009* is a proven online vehicle to extend the reach of your Canadian Cardiovascular Congress (CCC) satellite symposium to cardiovascular practitioners across Canada. Please indicate on page 1 of the Satellite Symposium Application Form if learning more about and/or participating in *Expanding the Dialogue 2009* is of interest to your organization.

**New!**

### Community Cardiology Program

As a service to the community, CCS will be piloting a Community Cardiology program at CCC 2009. Expect to see our Canadian Community Cardiologists joining us from 7:00 to 12:00 on Saturday for this new and exciting program initiative.

### Attending Organizations

Canadian Cardiovascular Society

Canadian Association of Interventional Cardiology

Canadian Heart Rhythm Society

Canadian Nuclear Cardiology Society

Canadian Society of Echocardiography

Heart and Stroke Foundation of Canada

Association des cardiologues du Québec

Canadian Association of Cardiac Rehabilitation

Canadian Association of Cardiopulmonary Technologists

Canadian Cardiovascular Society Academy

Canadian Council of Cardiovascular Nurses

Canadian Hypertension Society

Canadian Pediatric Cardiology Association

**The Congress is a forum to showcase Canada's best research and promote learning through scientific sessions, interactive workshops, late-breaking and featured clinical trials and lively debates. The Congress is a place for active discussions on key issues with colleagues from across the country.**

Canadian Society of Atherosclerosis, Thrombosis and Vascular Biology

Canadian Society of Cardiac Surgeons

Canadian Society of Cardiology Technologists

Canadian Society of Clinical Perfusion

Cardiovascular and Thoracic Section, Canadian Anesthesiologists' Society

Institute of Circulatory and Respiratory Health, Canadian Institutes of Health Research

Please take the opportunity to review the information on sponsorship opportunities that follows, and select a level of support that is appropriate for your organization.

Sponsorship of the Congress and Scientific Program provides an unparalleled opportunity to access your key customers, and highlight your company's commitment to cardiovascular health, education and research in Canada.

Supporters of the CCC 2009 will be recognized as Grand Patron, Patron, Benefactor, Friends of CCC 2009, Contributors, Program

Supporters or supporters of events. Benefits commensurate with the chosen level of support. All benefits are available to companies who become Congress or Scientific Program Supporters prior to February 9, 2009. Some benefits may be unavailable after February 9, 2009. We have designed a sponsorship package that highlights sponsor's profile, recognition and provides access to all attending delegates.

## Congress Delegates

Over 3,300 cardiovascular health professionals from across Canada are expected to attend CCC 2009 in Edmonton

**Delegates include the following:** cardiologists; cardiac surgeons; pharmacists; anesthesiologists and researchers; nurses; technicians and technologists; perfusionists; rehabilitation specialists including dietitians and exercise specialists; students and trainees, and many other members of the cardiovascular healthcare team.


► [Click here for Audience Profile](#)

For more information please contact:


**Blair Tryon**  
Director, Congress Operations

CCC Secretariat  
275 Bay Street  
Ottawa, ON K1R 5Z5

Tel: (613) 238-2304 ext. 227  
Toll-free: 1-866-317-8461  
Fax: (613) 236-2727  
E-mail: [ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com)  
Web site: [www.cardiocongress.org](http://www.cardiocongress.org)



**Canadian Cardiovascular Society**  
Leadership. Knowledge. Community.



**Société canadienne de cardiologie**  
Communauté. Connaissances. Leadership.

The Canadian Cardiovascular Society (CCS) is a non-profit professional medical organization of over 1,884 cardiovascular specialists and researchers. The CCS is the national voice for cardiovascular physicians and scientists.

**The CCS mission is to promote cardiovascular health and care through:**

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

**The Society fulfills this mission by concentrating its efforts on five priorities:**

- Membership
- The Canadian Cardiovascular Congress
- Health Policy Advocacy
- Practice recommendations and position statements
- Knowledge Translation programs and Professional Development

## Grand Patron/Satellite Symposium Supporter (\$85,000+)

**Grand Patron/Satellite Symposium** supporters are recognized for their strong commitment to the success of CCC 2009 through the highest degree of visibility and prominence at CCC 2009. **Grand Patron/Satellite Symposium** supporters receive the following benefits:

- Priority selection of a Satellite time slot for one (1) Satellite Symposium if **Grand Patron/Satellite Symposium** support payment is received by February 11, 2009. Submission and acceptance of your Satellite Symposium Application Form, as outlined in the CCC 2009 Satellite Symposia brochure, still required;
- Use of the CCC 2009 logo with the phrase “**A Grand Patron/Satellite Symposium Supporter of the Canadian Cardiovascular Congress 2009**” on advertising, printed or electronic information and Satellite Symposia mailings from the date of commitment as a Grand Patron/Satellite Symposium Supporter until December 31, 2009. During CCC 2009, the same phrase can be used for booth signage as well as information included in delegate kits;
- One complimentary (10' x 10') booth space in the Community Forum at CCC 2009 and two complimentary exhibitor badges;
- Priority selection of corporate booth location in the Community Forum. The cost of the additional booth space is extra. Please see the CCC 2009 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Grand Patron/Satellite Symposium** supporter, for your exhibit area;
- Invitation to sit on the CCS Stakeholders Roundtable Committee for CCC 2009;
- A full page in the CCC 2009 Registration edition of the ECG and Final Program for your **corporate message** to the cardiovascular health community and Congress delegates (the corporate message will require pre-approval by the CCC Secretariat);
- **One** single-sheet **corporate information** insert for the CCC 2009 delegate registration kits;
- Corporate name or logo placed on the Congress Supporter recognition sign in the main lobby and public areas during CCC 2009. As a **Grand Patron/Satellite Symposium** supporter, your company name or logo will be the most prominently displayed;
- Placement of corporate name or logo on a Congress Supporter recognition page that will appear in CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers) and the on-site edition of the ECG and in the Final Program (distributed to all delegates on-site over the four days);
- Corporate logo included with your exhibit listing in the on-site edition of the ECG;
- Acknowledgement of **Grand Patron/Satellite Symposium** support throughout the year leading up to and during CCC 2009 through:
  1. **Canadian Journal of Cardiology** Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site, including a corporate hyperlink.
  3. Canadian Cardiovascular Society CCC 2009 mailings.
  4. Acknowledgement and logo recognition by CCC 2009 Chair, during CCC 2009 Opening Ceremonies.
- List of the CCC 2009 registrants four weeks prior to and after the Congress;
- CCC 2009 supporter recognition ribbons for all company staff members attending CCC 2009;
- Four (4) complimentary CCC 2009 full delegate registrations;
- Four (4) complimentary tickets to the CCC 2009 City Night.

## Grand Patron (\$50,000+)

**Grand Patron** supporters are recognized for their strong commitment to the success of CCC 2009 through the highest degree of visibility and prominence at CCC 2009. **Grand Patrons** receive the following benefits:

- Priority selection (after Grand Patron/ Satellite Symposium Supporters) of a Satellite time slot for one (1) Satellite Symposium if **Grand Patron** support payment is received by February 11, 2009. Submission and acceptance of your Satellite Symposium Application Form, as outlined in the CCC 2009 Satellite Symposia brochure, still required;
- Use of the CCC 2009 logo with the phrase “**A Grand Patron of the Canadian Cardiovascular Congress 2009**” on advertising, printed or electronic information and Satellite Symposia mailings from the date of commitment as a Grand Patron until December 31, 2009. During CCC 2009, the same phrase can be used for booth signage as well as information included in delegate kits;
- One complimentary (10' x 10') booth space in the Community Forum at CCC 2009 and two complimentary exhibitor badges;
- Priority selection of corporate booth location in the Community Forum. The cost of the additional booth space is extra. Please see the CCC 2009 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Grand Patron**, for your exhibit area;
- Invitation to sit on the CCS Stakeholders Roundtable Committee for CCC 2009;
- A full page in the CCC 2009 Registration edition of the ECG and Final Program for your **corporate message** to the cardiovascular health community and Congress delegates (the corporate message will require pre-approval by CCC Secretariat);
- **One** single-sheet **corporate information** insert for the CCC 2009 delegate registration kits;
- Corporate name or logo placed on the Congress Supporter recognition sign in the main lobby and public areas during CCC 2009. As a **Grand Patron**, your company name or logo will be the most prominently displayed;
- Placement of corporate name or logo on a Congress Supporter recognition page that will appear in CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers) and the on-site edition of the ECG and in the Final Program (distributed to all delegates on-site over the four days);
- Corporate logo included with your exhibit listing in the on-site edition of the ECG;
- Acknowledgement of **Grand Patron** support throughout the year leading up to and during CCC 2009 through:
  1. **Canadian Journal of Cardiology** Congress Abstract Program.
  2. Canadian Cardiovascular Congress Web site, including a corporate hyperlink.
  3. Canadian Cardiovascular Society CCC 2009 mailings.
  4. Acknowledgement and logo recognition by CCC 2009 Chair, during CCC 2009 Opening Ceremonies.
- List of the CCC 2009 registrants four weeks prior to and after the Congress;
- CCC 2009 supporter recognition ribbons for all company staff members attending CCC 2009;
- Four (4) complimentary CCC 2009 full delegate registrations;
- Four (4) complimentary tickets to the CCC 2009 City Night.

## Patron (\$25,000+)

**Patron** supporters are recognized as important contributors to the success of CCC 2009. **Patron** supporters receive the following benefits:

- Choice of booth location in the exhibit hall after Grand Patrons. Cost of booth space is extra. Please see the CCC 2009 Exhibitor Prospectus for more information;
- A sign recognizing your support as a **Patron**, for your exhibit area;
- Corporate name or logo placed on the Congress Supporter recognition sign in the main lobby and public areas during CCC 2009. The prominence of company name or logo will be second only to that of Grand Patron supporters;
- Corporate name or logo on the Congress Supporter recognition page that will appear in the CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement of **Patron** support throughout the year leading up to and during CCC 2009 through:
  1. **Canadian Journal of Cardiology** Congress Abstract Program.
  2. Canadian Cardiovascular Society CCC 2009 mailings.
  3. Acknowledgement and logo recognition by CCC 2009 Chair, during CCC 2009 Opening Ceremonies.
- Use of the CCC 2009 logo on pre-Congress mailings, booth signage and information for the delegate kits;
- CCC 2009 supporter recognition ribbons for all company staff members attending CCC 2009;
- Two (2) complimentary CCC 2009 full delegate registrations;
- Two (2) complimentary tickets to the CCC 2009 City Night;

## Benefactor (\$10,000)

### Benefactors of CCC 2009 receive the following benefits:

- A sign recognizing your support as a **Benefactor**, for your exhibit area;
- Corporate name or logo placed on a Congress Supporter recognition sign in the main lobby and public areas during CCC 2009;
- Corporate name or logo on the Congress Supporter recognition page that will appear in the CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement of **Benefactor** support throughout the year leading up to and during CCC 2009 through:
  1. **Canadian Journal of Cardiology** Congress Abstract Program.
  2. Acknowledgement of your **Benefactor** status by CCC 2009 Chair, during CCC 2009 Opening Ceremonies.
- Use of the CCC 2009 logo on pre-Congress mailings and booth signage during CCC 2009;
- CCC 2009 supporter recognition ribbons for all company staff members attending CCC 2009;
- One (1) complimentary CCC 2009 full delegate registrations;
- One (1) complimentary ticket to the CCC 2009 City Night;

## Friends of CCC 2009 (\$5,000)

As a **Friends of CCC 2009** your company will be recognized as supporter of the CCC 2009 Congress, and will receive the following benefits:

- A sign recognizing your support as a **Friends of CCC 2009**, for your exhibit area;
- Corporate name placed on a Congress Supporter recognition sign in the main lobby and public areas during CCC 2009;
- Corporate name on the Congress Supporter recognition page that will appear in the CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days);
- Acknowledgement as a **Friend of CCC 2009** support throughout the year leading up to and during CCC 2009 through:
  1. **Canadian Journal of Cardiology** Congress Abstract Program.

## Contributors (\$2,500)

**Contributor** supporters of the CCC 2009 Congress will receive the following recognition:

- Corporate name placed on a Congress Supporter recognition sign in the main lobby and public areas during CCC 2009;
- Corporate name on the Congress Supporter recognition page that will appear in the CCC 2009 Registration edition of the ECG (circulation: over 15,000 Canadian cardiovascular-focused primary care physicians, cardiovascular specialists and other cardiovascular-related healthcare providers), the **Canadian Journal of Cardiology** Congress Abstract Program, on-site edition of the ECG and the Final Program (distributed to all delegates on-site over the four days).

## Program Supporters - Not-for-profit Health Organizations

**Program Supporters are recognized for their strong commitment to the success of the CCC 2009 Scientific Program through their own Program Supporter page and on-site signage.**

### Three Levels Available: **Gold (\$5,000+) Silver (\$3,500) Bronze (\$2,500)**

- Not-for-profit organization name or logo placed on a Program Supporter recognition page in the CCC 2009 ECG - Registration Edition (circulation over 15,000), Canadian Journal of Cardiology Congress Abstract Book, ECG-Congress Edition and the Final Program (distributed to all delegates on-site over the four days);
- Not-for-profit organization name or logo placed on a Program Supporter recognition sign in the main lobby and public areas
- Not-for-profit organization name or logo placed on a Program Supporter recognition page on the Congress Web site;
- Acknowledgement of your Program Support status by the CCC 2009 Chair, during the CCC 2009 Opening Ceremonies.

### Gold Level over \$5,000 (additional benefits available depending on support amount)

- A full page in the CCC 2009 Registration edition of the ECG and Final Program for your **message** to the cardiovascular health community and Congress delegates (the corporate message will require pre-approval by CCC Secretariat);
- **One** single-sheet **information** insert for the CCC 2009 delegate registration kits;
- Choice of booth location in the Community Forum after Grand Patrons. Cost of booth space is extra. Please see the CCC 2009 Exhibitor Prospectus for more information;
- List of the CCC 2009 registrants four weeks prior to and after the Congress;
- Two (2) complimentary CCC 2009 full delegate registrations;
- Two (2) complimentary tickets to the CCC 2009 City Night.

### Additional sponsorship opportunities available to **Program Supporters** only

Opportunity to sponsor numerous social events, high-quality speakers, plenary sessions, debates, simultaneous oral and poster sessions, moderated poster sessions, interactive workshops 'Meet the Expert' sessions, Learning Tracks and more — all providing unique opportunities to position your organization or institution in front of a coveted audience.

For further details on CCC 2009 Scientific Program sponsorship opportunities and benefits for not-for-profit health organizations, please contact:

Blair Tryon  
Director, Congress Operations  
Tel: (613) 238-2304 ext. 227  
Toll-free: 1-866-317-8461  
Fax: (613) 236-2727  
E-mail: [ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com)  
Web site: [www.cardiocongress.org](http://www.cardiocongress.org)

# SPONSORSHIP OPPORTUNITIES APPLICATION FORM



Including the 62<sup>nd</sup> Annual Scientific Meeting of  
the Canadian Cardiovascular Society  
Shaw Conference Centre  
Edmonton, Alberta  
October 24-28, 2009

Canadian  
Cardiovascular  
Congress



Congrès canadien  
sur la santé  
cardiovasculaire

***The Canadian Cardiovascular Congress is the premier showcase of cardiovascular science in Canada.***  
Sponsorship of the Congress and Scientific Program provides an unparalleled opportunity to highlight your companies commitment to cardiovascular health, education and research in Canada.

## **YES! We commit to the following supporter level**

- |                                                                          |                                                        |                                               |
|--------------------------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Grand Patron and Satellite Symposium (\$85,000) | <input type="checkbox"/> Benefactor (\$10,000)         | <input type="checkbox"/> Program Supporter:   |
| <input type="checkbox"/> Grand Patron (\$50,000+)                        | <input type="checkbox"/> Friends of CCC 2009 (\$5,000) | <input type="checkbox"/> Gold Plus (\$10,000) |
| <input type="checkbox"/> Patron (\$25,000)                               | <input type="checkbox"/> Contributor (\$2,500)         | <input type="checkbox"/> Gold (\$5,000)       |
|                                                                          |                                                        | <input type="checkbox"/> Silver (\$3,500)     |
|                                                                          |                                                        | <input type="checkbox"/> Bronze (\$2,500)     |

## Additional Opportunities Available

- |                                                   |                                                           |                                                          |
|---------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Luncheons (\$10,000 x 3) | <input type="checkbox"/> Refreshment Breaks (\$5,000 x 4) | <input type="checkbox"/> Opening Reception (\$7,500 x 2) |
| <input type="checkbox"/> Delegate Kit (\$12,500)  | <input type="checkbox"/> Lanyards (\$5,000)               | <input type="checkbox"/> Information Desk (\$5,000)      |
| <input type="checkbox"/> Screen Saver (\$12,500)  | <input type="checkbox"/> Program Highlights (\$7,500 x 2) | <input type="checkbox"/> Other _____                     |

**For details on the additional sponsorship opportunities, please contact Blair Tryon at (613) 238-2304**

**PLEASE COMPLETE AND FAX THIS FORM TO:  
BLAIR TRYON, DIRECTOR, CONGRESS OPERATIONS AT (613) 236-2727**

**NOTE: Sponsorship proposals will be negotiated on a 'first-come, first-served' basis.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province/State \_\_\_\_\_ Country \_\_\_\_\_ Postal/Zip Code \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Facsimile (\_\_\_\_) \_\_\_\_\_ E-mail \_\_\_\_\_

Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

**Terms:** An invoice will be issued with the confirmation of your Congress support. Full payment, **plus applicable taxes**, as an unrestricted educational grant, is due and payable to: 'CCC 2009' upon receipt.

Additional opportunities will be invoiced after review and confirmation of sponsorship.

**Mailing Address:** Please send payment and correspondence to:

**CCC Secretariat**  
275 Bay Street  
Ottawa ON K1R 5Z5

Should you require additional information or have questions, please contact

**Blair Tryon**  
Director, Congress Operations  
1-866-317-8461, (613) 238-2304, ext. 227  
or via e-mail at  
ccc-exhibits@intertaskconferences.com