



Sponsor, Advertiser and Exhibitor Guide

cpa.ca

PUBLIC HEALTH 2020

28-30 APRIL | WINNIPEG
RBC CONVENTION CENTRE

Public Health 2020 will celebrate over 100 years of public health advancements and is the must-attend conference for the public health community. Public Health 2020 plays a critical role in the public health research, practice and policy environments by providing a national forum for discussing what works in public health.

CONNECT

Public Health 2020 is much more than its scientific sessions. It is a meeting place where long-time colleagues have the chance to reconnect and new connections are made. CPHA's annual conference is the key knowledge exchange event and the largest annual public health gathering in Canada.

Who Should Attend

- ✦ Academics
- ✦ Administrators
- ✦ Biostatisticians/Statisticians
- ✦ Chiropractors
- ✦ Environmental Health Officers
- ✦ Epidemiologists
- ✦ Front-line Public Health Workers
- ✦ Health Economists
- ✦ Health Promotion Workers
- ✦ Managers
- ✦ Nutritionists
- ✦ Policy-makers
- ✦ Public Health Dentists
- ✦ Public Health Inspectors
- ✦ Public Health Physicians
- ✦ Public/Community Health Nurses
- ✦ Researchers
- ✦ Students
- ✦ Trainees
- ✦ And anyone with an interest in public health!

COLLABORATE

Effective collaborations are essential in public health and many innovative partnerships have been born or strengthened in the hallways and session rooms of our conference. Public Health 2020 is your opportunity to share research findings, to learn about best practices, and to network with future collaborators.

The Canadian Public Health Association is pleased to host Public Health 2020 through a unique and effective collaboration with the:

Contributing Partners

- ✦ Canadian Institute for Health Information
- ✦ Canadian Institutes of Health Research
- ✦ National Collaborating Centres for Public Health

Collaborators

- ✦ Assembly of First Nations
- ✦ Canadian Alliance for Regional Risk Factor Surveillance
- ✦ Manitoba Public Health Association
- ✦ Métis National Council
- ✦ Network of Schools and Programs of Population and Public Health
- ✦ Pan America Health Organization
- ✦ Public Health Agency of Canada
- ✦ Public Health Physicians of Canada

INNOVATE

Public health is a movement that is continually changing, facing new challenges, and reinventing itself. CPHA's annual conferences have been witness to many of those changes and innovations and Public Health 2020 will be no different. Public Health 2020 will present an innovative program that includes experts from our own community but also thought-provoking speakers from outside of public health who will inspire and challenge us.



SPONSORSHIP OPPORTUNITIES

Presenting Partner
Sponsorship Level: \$50,000

Public Health Champion
Sponsorship Level: \$25,000

Legacy Benefactor
Sponsorship Level: \$15,000

Friend of Public Health
Sponsorship Level: \$10,000

Public Health Pathfinder
Sponsorship Level: \$7,500

Public Health Supporter
Sponsorship Level: \$5,000

| | | | | | | |
|---|---------|--------|--------|--------|--------|--------|
| Complimentary conference registration(s) | 10 | 7 | 5 | 3 | 2 | 1 |
| Complimentary, one-year CPHA membership(s) | 10 | 7 | 5 | 3 | 2 | 1 |
| Complimentary exhibit space with electricity | 1 | 1 | 1 | 1 | 1 | |
| Premium exhibit location | ✓ | ✓ | ✓ | | | |
| Advertisement in supplement or programs*† | 2 pages | 1 page | 1 page | 1 page | 1 page | ½ page |
| Logo in programs† and logo placement with link on website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo placement in the CPHA Weekly Update (6400+ impressions/week) | ✓ | ✓ | ✓ | ✓ | | |
| Profile on CPHA's social media channels | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Quick Reference

Lison Pelletier
sponsorship@cpha.ca
613-725-3769 ext. 211

Note: The exhibit hall will be open Tuesday 28 April and Wednesday 29 April. In consideration of your support in the exhibition program you may attend Public Health 2020 sessions and Forum sessions (space permitting) from 28-30 April.

* Advertising in the Conference Programs is reserved for the schools and programs of public health. Choice of location of advertisement in the Programs is on a first-come, first-served basis according to the level of sponsorship and the date of receipt of confirmation of sponsorship commitment.

† To be included in the programs, your sponsorship must be confirmed by the following dates: Introductory Program: 20 December 2019; Preliminary Program: 10 January 2020; and Final Program: 13 March 2020.

Presenting Partner

Sponsorship Level: \$50,000

- ✦ 10 complimentary conference registrations **PLUS** 10 complimentary, one-year CPHA memberships
- ✦ 1 complimentary premium exhibit space (with electricity) and inclusion in the mobile app
- ✦ 2-page advertisement in supplement or programs*†
- ✦ Logo in programst† and logo placement with link on website
- ✦ Logo placement in the *CPHA Weekly Update* (6400+ impressions/week)
- ✦ Profile on CPHA's social media channels

Public Health Champion

Sponsorship Level: \$25,000

- ✦ 7 complimentary conference registrations PLUS 7 complimentary, one-year CPHA memberships
- ✦ 1 complimentary premium exhibit space (with electricity) and inclusion in the mobile app
- ✦ 1-page advertisement in supplement or programs*†
- ✦ Logo in programst† and logo placement with link on website
- ✦ Logo placement in the *CPHA Weekly Update* (6400+ impressions/week)
- ✦ Profile on CPHA's social media channels

Legacy Benefactor

Sponsorship Level: \$15,000

- ✦ 5 complimentary conference registrations PLUS 5 complimentary, one-year CPHA memberships
- ✦ 1 complimentary premium exhibit space (with electricity) and inclusion in the mobile app
- ✦ 1-page advertisement in supplement or programs*†
- ✦ Logo in programst† and logo placement with link on website
- ✦ Logo placement in the *CPHA Weekly Update* (6400+ impressions/week)
- ✦ Profile on CPHA's social media channels

Friend of Public Health

Sponsorship Level: \$10,000

- ✦ 3 complimentary conference registrations PLUS 3 complimentary, one-year CPHA memberships
- ✦ 1 complimentary exhibit space (with electricity) and inclusion in the mobile app
- ✦ 1-page advertisement in supplement or programs*†
- ✦ Logo in programst† and logo placement with link on website
- ✦ Logo placement in the *CPHA Weekly Update* (5000+ impressions/week)
- ✦ Profile on CPHA's social media channels

Public Health Pathfinder

Sponsorship Level: \$7,500

- ✦ 2 complimentary conference registrations PLUS 2 complimentary, one-year CPHA memberships
- ✦ 1 complimentary exhibit space (with electricity) and inclusion in the mobile app
- ✦ 1-page advertisement in supplement or programs*†
- ✦ Logo in programst† and logo placement with link on website
- ✦ Profile on CPHA's social media channels

Public Health Supporter

Sponsorship Level: \$5,000

- ✦ 1 complimentary conference registration PLUS 1 complimentary, one-year CPHA memberships
- ✦ Half-page advertisement in supplement or programs*†
- ✦ Inclusion in the mobile app
- ✦ Logo in programst† and logo placement with link on website
- ✦ Profile on CPHA's social media channels

EXHIBIT OPPORTUNITIES

Exhibitor Benefits

- ✦ Two (2) complimentary exhibitor passes. Additional representatives of the exhibiting organization may register to staff the booth and attend the conference at the participant rate of \$425.
Note: Exhibitor passes cannot be used by Presenters, who must register for a minimum of 1 day.
- ✦ Complimentary lunches and nutrition breaks served in the Exhibit Hall
- ✦ Inclusion in the mobile app
- ✦ Free Wi-Fi throughout the Exhibit Hall
- ✦ Networking Opportunities (see show hours for details)
- ✦ The Network Lounge provides a space to sit and chat with delegates.
- ✦ The Exhibit Hall will be co-located with the Plenary Hall and will be open throughout the conference.

Exhibit Location

RBC Convention Centre, 375 York Avenue, Winnipeg, MB R3C 3J3

Move In / Move Out (subject to change)

Move In Monday 27 April 12:00-17:00

Move Out Wednesday 29 April 13:45-17:00

Exhibitor Hours (subject to change)

| Date | Show Hours |
|--------------------|---|
| Tuesday 28 April | 10:00-10:45 – Networking opportunity |
| | 12:15-14:00 – Lunch (provided) / Networking opportunity |
| | 15:30-15:45 – Networking opportunity |
| Wednesday 29 April | 10:30-10:45 – Networking opportunity |
| | 12:45-14:00 – Lunch (provided) / Networking opportunity |

Booth Cost (Cdn\$) Without Electricity

Not-for-Profit Organization \$1600

Government/Corporate \$2400

Optional

Electricity \$250

Inclusions

- ✦ One (1) standard exhibit space (10' x 10')
- ✦ One (1) 6' skirted table and two (2) chairs
- ✦ Two (2) exhibitor passes
- ✦ Exhibitor listing in the Final Program
- ✦ Comprehensive exhibitor manual

Note: The exhibit hall will be open Tuesday 28 April and Wednesday 29 April. Exhibit staff are permitted to attend Public Health 2020 sessions on Tuesday 28 April and Wednesday 29 April **ONLY**. If they wish to attend Public Health 2020 sessions on Thursday 30 April, there is a fee of \$250. Due to space limitations, exhibit staff are not permitted to attend any of the Forum sessions.

Cancellation policy

Cancellation of space is accepted until 17:00 on 20 March 2020, with a \$250 cancellation fee. After 20 March 2020, the full rental space is forfeited. In the event that the cancelled space(s) is (are) resold and the entire exhibit hall is sold out, the Exhibit Secretariat will refund 75% of the cancelled exhibitor's payment.

Quick Reference

Lison Pelletier
exhibits@cpha.ca
613-725-3769 ext. 211

ADVERTISING SUPPLEMENT TO THE FINAL PROGRAM

In an effort to reduce our impact on the environment (and reduce your printing and shipping costs), we will not be including inserts into the delegate bags for Public Health 2020. Instead, advertisers are invited to purchase space in a special Advertising Supplement. This special supplement will be distributed to all conference delegates with their final program.

Cost

Two pages: \$600
Single page: \$350
Half page: \$200

Closing Date

27 March 2020

Mechanical Requirements

- ✦ Colours: Process (CMYK); Bleeds allowed. Colour matching is not guaranteed for Pantone-to-CMYK conversion for artwork supplied using PMS colours.
- ✦ Material must be submitted in electronic format.
- ✦ Line screen: 133 or 150 line. Photographs must be 300 dpi.
- ✦ All ads must be submitted in English, French or bilingual format.

Page Size

| Ad Size | Trim | Bleed | Non-bleed | Live Area |
|----------|--------------|-----------------|------------|--------------|
| Two-page | 17" x 11" | 17.25" x 11.25" | 16" x 10" | 16" x 10" |
| Single | 8.5" x 11" | 8.75" x 11.25" | 7.5" x 10" | 7.5" x 10" |
| Half | 7.5" x 4.75" | n/a | n/a | 7.5" x 4.75" |

Digital Specifications

Digital data is required for all advertising. Digital file formats accepted are:

- ✦ PDF: press ready, 300 dpi, CMYK or greyscale
- ✦ PDF/X-1a

Sponsor Advertising

- ✦ Advertising in the Conference Programs is reserved for the schools and programs of public health. Choice of location of advertisement in the Programs is on a first-come, first-served basis according to the level of sponsorship and the date of confirmation of the sponsorship commitment.
- ✦ Advertisements from all other sponsors' are featured in the special Sponsors' and Collaborators Supplement to the Final Program.
- ✦ Corporate Banner (for Presenting Partner Sponsors). Artwork must be a vector image with all fonts outlined not exceeding 1Mb. Submit in English and French (or bilingual). Contact CPHA for sizing details.

Copy and Contract Regulations

- ✦ Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising therefrom made against the publisher.
- ✦ Advertiser and advertising agencies agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- ✦ Advertiser and advertising agencies are jointly responsible for payment of advertising published.
- ✦ All advertising material is subject to approval by CPHA.
- ✦ Cancellations cannot be accepted after 27 March 2020.
- ✦ The appearance of advertising in the conference programs does not constitute a guarantee or endorsement of the quality or value of such product or of claims made for it by its manufacturer.

Contact

Lison Pelletier
phads@cpha.ca
613-725-3769, ext. 211