The Canadian Public Health Association (CPHA) is pleased to announce that Public Health 2020 will be held 14-16 October 2020 online.

Public Health 2020 is a key knowledge exchange event for public health and allied health professionals, researchers, policy-makers, academics, students and trainees committed to sharing best practices and policies.

cpha.ca
# Program-at-a-Glance

Subject to change.

<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday 14 October</th>
<th>Thursday 15 October</th>
<th>Friday 16 October</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45-12:00</td>
<td>Opening</td>
<td>Opening</td>
<td>Opening</td>
</tr>
<tr>
<td>12:00-12:55</td>
<td>Plenary 1</td>
<td>Plenary 3</td>
<td>Plenary 5</td>
</tr>
<tr>
<td>12:55-13:00</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
</tr>
<tr>
<td>13:00-13:50</td>
<td>Concurrent Sessions</td>
<td>Concurrent Sessions</td>
<td>Concurrent Sessions</td>
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<tr>
<td>13:50-14:00</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
</tr>
<tr>
<td>14:00-14:50</td>
<td>Concurrent Sessions</td>
<td>Concurrent Sessions</td>
<td>Concurrent Sessions</td>
</tr>
<tr>
<td>14:50-15:00</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
<td>Stretch Break</td>
</tr>
<tr>
<td>15:00-15:55</td>
<td>Plenary 2</td>
<td>Plenary 4</td>
<td>Plenary 6</td>
</tr>
<tr>
<td>15:55-16:00</td>
<td>Closing</td>
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## SPONSORSHIP OPPORTUNITIES

<table>
<thead>
<tr>
<th>Complimentary conference registration(s)</th>
<th>10</th>
<th>9</th>
<th>8</th>
<th>7</th>
<th>6</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary, one-year CPHA membership(s)</td>
<td>10</td>
<td>9</td>
<td>8</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Complimentary virtual exhibit space</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Unaccredited webinar (60 minutes)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Advertisement in program overview*</td>
<td>2 pages</td>
<td>1 page</td>
<td>1 page</td>
<td>1 page</td>
<td>1 page</td>
<td>½ page</td>
</tr>
<tr>
<td>Logo in program overview* and logo placement with link on website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Complimentary Product Showcase Advertisement in <em>CPHA Weekly Update</em></td>
<td>13</td>
<td>9</td>
<td>7</td>
<td>5</td>
<td>3</td>
<td>1</td>
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<tr>
<td>Logo placement in the <em>CPHA Weekly Update</em> (6600+ impressions/week)</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Profile on CPHA’s social media channels</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

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

* To be included, your sponsorship must be confirmed and advertising materials received by 4 September 2020.
Presenting Partner
Sponsorship Level: $50,000
- 10 complimentary conference registrations PLUS 10 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- 2-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 13 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

Public Health Champion
Sponsorship Level: $25,000
- 9 complimentary conference registrations PLUS 9 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- 1-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 9 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

Legacy Benefactor
Sponsorship Level: $15,000
- 8 complimentary conference registrations PLUS 8 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- 1-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 7 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

Friend of Public Health
Sponsorship Level: $10,000
- 7 complimentary conference registrations PLUS 7 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- 1-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 5 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

Public Health Pathfinder
Sponsorship Level: $7,500
- 6 complimentary conference registrations PLUS 6 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- 1-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 3 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

Public Health Supporter
Sponsorship Level: $5,000
- 5 complimentary conference registration PLUS 5 complimentary, one-year CPHA memberships
- 1 complimentary virtual exhibit space PLUS 1 complimentary unaccredited webinar (60 minutes)
- Half-page advertisement in program overview*
- Logo in program overview* and logo placement with link on website
- Logo placement PLUS 1 complimentary Product Showcase advertisements in the CPHA Weekly Update
- Profile on CPHA’s social media channels

* To be included, your sponsorship must be confirmed and advertising materials received by 4 September 2020.
VIRTUAL EXHIBIT OPPORTUNITIES

Virtual Exhibitor Benefits

- Five (5) complimentary exhibitor passes; exhibitor passes can be used by Presenters.
- Organizational profile, including contact information and unlimited documents/URLs
- Logo placement with link to website
- “Live” interaction with conference delegates (details to follow)
- Virtual exhibit hall will open 1 October and remain open until 31 December
- Complimentary Product Showcase advertisement in the CPHA Weekly Update (6600+ impressions/week) for four (4) weeks

Cost (Cdn$)
- Not-for-Profit Organization $1600
- Government/Corporate $2400

Cancellation policy
Cancellation of booking is accepted until 17:00 on 30 September 2020. After 30 September 2020, the full fee is forfeited.

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

PRODUCT SHOWCASE ADVERTISEMENTS

- Graphic file format: PNG, JPG, or GIF
- File size: 1MB (max), 72 dpi
- Text file format: .doc, .txt
- Headline: 5 words (max)  Body text: 50 words (max)
- Ads can be submitted in English, French, or bilingual.
- Option to hyperlink the graphic to one (1) URL and to embed hyperlinks in the text
- Three (3) size options:
  - One third description (graphic size: 352px x 180px)
  - One half description (graphic size: 264px x 180px)
  - Two thirds description (graphic size: 176px x 180px)

Quick Reference
Lison Pelletier update@cpha.ca 613-725-3769 ext. 211
ADVERTISING IN THE PROGRAM OVERVIEW

Advertisers are invited to purchase space in a special Program Overview that will be distributed to all conference delegates as a PDF.

Cost  Two pages: $600  Single page: $350  Half page: $200  Closing Date  4 September 2020

Mechanical Requirements

◆ Colours: RGB; Bleeds allowed. Colour matching is not guaranteed for Pantone-to-RGB 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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Trim</th>
<th>Bleed</th>
<th>Non-bleed</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page</td>
<td>17” x 11”</td>
<td>17.25” x 11.25”</td>
<td>16” x 10”</td>
<td>16” x 10”</td>
</tr>
<tr>
<td>Single</td>
<td>8.5” x 11”</td>
<td>8.75” x 11.25”</td>
<td>7.5” x 10”</td>
<td>7.5” x 10”</td>
</tr>
<tr>
<td>Half</td>
<td>7.5” x 4.75”</td>
<td>n/a</td>
<td>n/a</td>
<td>7.5” x 4.75”</td>
</tr>
</tbody>
</table>

Digital Specifications

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

◆ PDF: press ready, 300 dpi, RGB 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 4 September 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