



Sponsor, Advertiser and Exhibitor Guide

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.

cpa.ca

PROGRAM-AT-A-GLANCE

SUBJECT TO CHANGE.

	WEDNESDAY 14 OCTOBER	THURSDAY 15 OCTOBER	FRIDAY 16 OCTOBER
11:45-12:00	Opening	Opening	Opening
12:00-12:55	Plenary 1	Plenary 3	Plenary 5
12:55-13:00	Stretch Break	Stretch Break	Stretch Break
13:00-13:50	Concurrent Sessions	Concurrent Sessions	Concurrent Sessions
13:50-14:00	Stretch Break	Stretch Break	Stretch Break
14:00-14:50	Concurrent Sessions	Concurrent Sessions	Concurrent Sessions
14:50-15:00	Stretch Break	Stretch Break	Stretch Break
15:00-15:55	Plenary 2	Plenary 4	Plenary 6
15:55-16:00	Closing	Closing	Closing

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

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

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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	<input type="checkbox"/> \$1600
Government/Corporate	<input type="checkbox"/> \$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

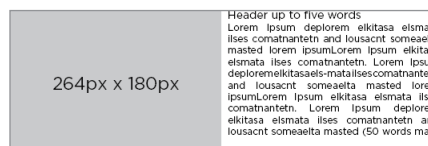
PRODUCT SHOWCASE ADVERTISEMENTS

- 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:

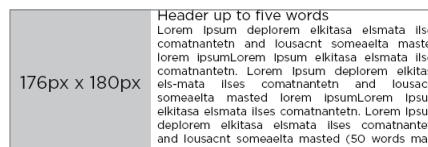
One third description (graphic size: 352px x 180px)



One half description (graphic size: 264px x 180px)



Two thirds description (graphic size: 176px x 180px)



Quick Reference

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update@cpha.ca

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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

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, 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

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phads@cpha.ca
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